

Gui Webster

Industrial Design portfolio

July 2025





# About

I'm a multidisciplinary designer with over 20 years of career dedicated to (physical and digital) product development.

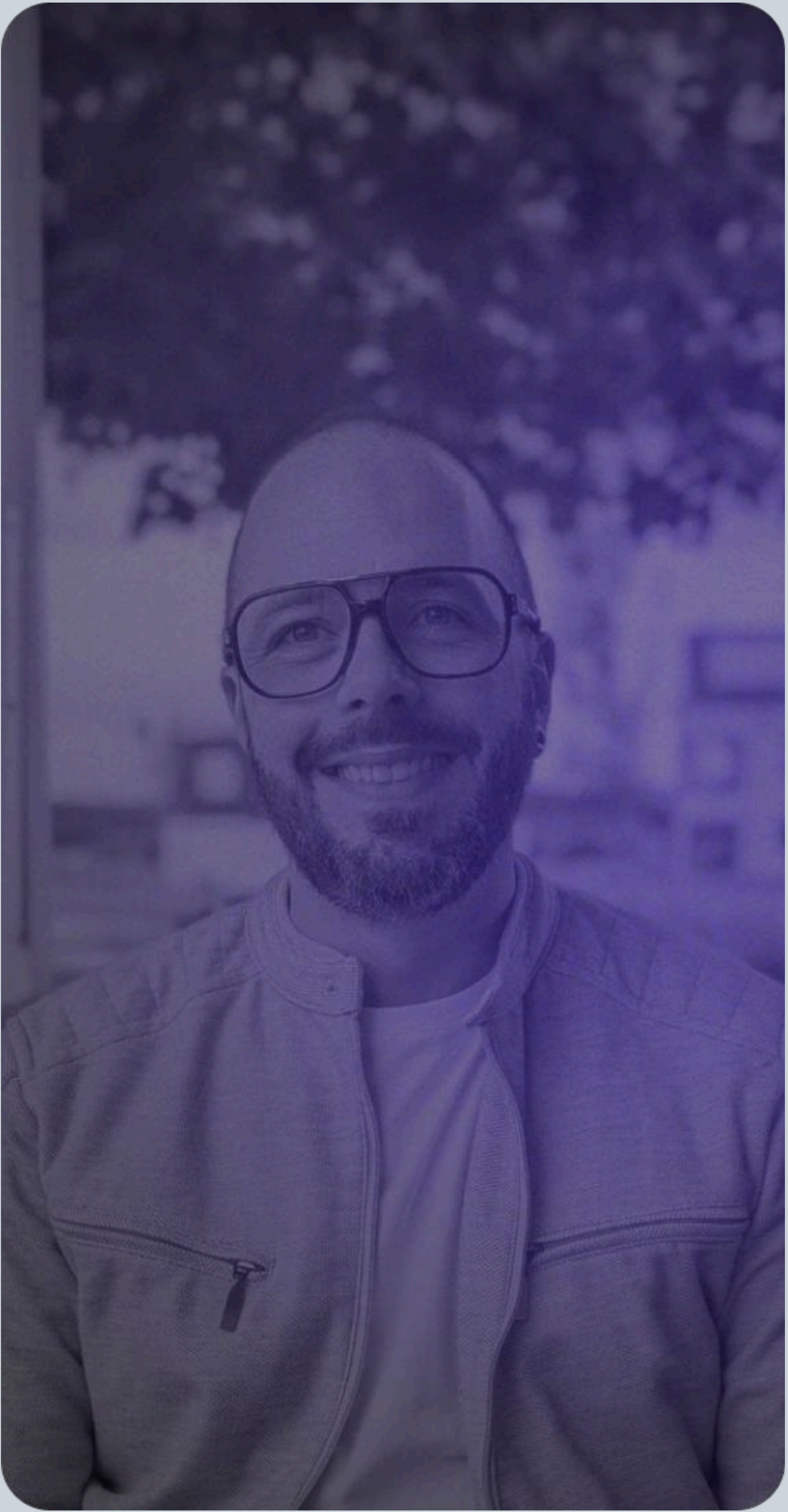
In industrial design, my work ranges from initial research and conceptualization to advanced design and parts engineering. I started in 2002 in the footwear industry, but soon moved on to work with household goods, electronics, and medical devices.

I also design product packaging, manuals and user interfaces.

On a personal level, I'm an ambitious, creative, proactive and detail-oriented person. I'm a good communicator and I work well both independently or in a team. You'll find more about me on my website and LinkedIn profile (links in the end of this PDF).

## COMPETENCES

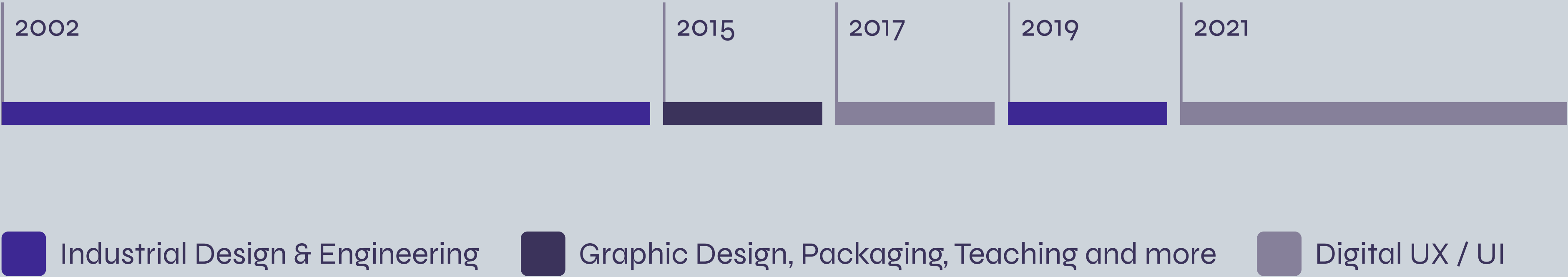
- Design Research
- Strategic Design
- Design Thinking
- Concept Design
- Sketching
- CAD
- Rendering
- DfM
- 3D Prototyping
- Project Management
- Graphic Design
- UX / UI
- Packaging
- Guides & Manuals
- ...and more



TRAJECTORY

Driven by a desire to approach design more holistically, in 2015 I began exploring fields adjacent to industrial design, working with graphic design, branding, packaging, editorial design, printed media, and as a design educator.

This path eventually led me to Digital UX/UI, the area I have been focusing on the most since 2017.







# Work

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MATURIX

# Gaia 200

Maturix is a Danish company that offers solutions for the construction industry to remotely monitor the concrete curing process. The system operates using embedded sensors and a robust wireless transmitter, which send data to a web portal.

Gaia is the company’s flagship transmitter, designed by me.

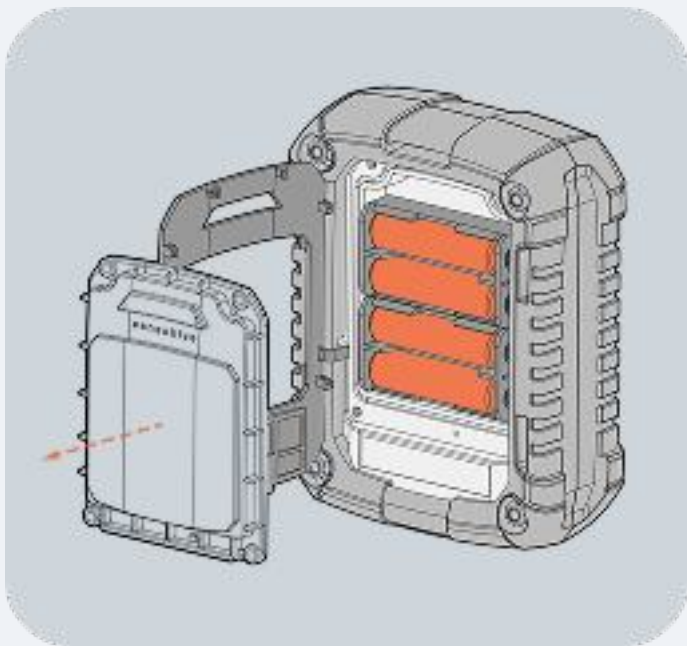
The version 200 was launched in 2021, with input for one sensor at a time. But the device was planned and developed with a modular architecture, allowing the company to launch an upgraded 3-channel version in 2024, using the same enclosure.

- Design Research
- Concept Design
- CAD
- DfM
- 3D Prototyping
- Renderings
- Technical Drawings
- Manufacturing Supervision
- Packaging
- User Guides



The product development process was collaborative, involving both customers and the company's internal team in evaluating and deciding on certain design criteria.

In addition to the device, I also designed user guides and other support materials for the product's market launch.







WAVETECH

## Aura

I'm proud to have designed the first line of hearing aids entirely produced in Latin America.

Wavetech is a Brazilian company that embraced the important mission of democratizing access to hearing devices by nationalizing its manufacturing.

Before that, all available devices were imported (many from Denmark) and reached the market at a prohibitive cost for millions of citizens.

Design Research

Reverse Engineering

CAD

Concept Design

Rendering

DfM

3D Prototyping



Working with such small dimensions for the first time was challenging. Several high-precision 3D stereolithography prototypes were required throughout development.

The products hit the market in 2022 in three models: Mauá, Landell, and Dumont – named after famous Brazilian inventors.







ENGEMED

# Alisa

Alisa is a multifunctional medical equipment enclosure consisting of a plastic case and a metallic transport cart.

The set was designed to be used both separately or together – forming an integrated, seamless assembly.

It was created to support at least two products: a device for body aesthetic treatments and an advanced hospital lithotripsy equipment, both based on proprietary shock wave technology.

Design Research

Concept Design

Sketching

CAD

Rendering

DfM

Injection Moulds

Graphic Design



I was responsible for end-to-end product development, including tooling design for plastic injection moulding.

Below are some pictures of the first produced units. The plastic enclosure is where the user interacts with the product functions.







LIFEMED

# LifeShock Pro

Lifeshock Pro is a multiparametric heart monitor and defibrillator, the first of its kind to use touchscreen technology.

Since its launch, it has remained one of the flagship devices of Lifemed – a company with over 40 years of experience in developing medical equipment.

The product won a IDSA IDEA Brazil Design Award.

Product Engineering

CAD

Rendering

DfM

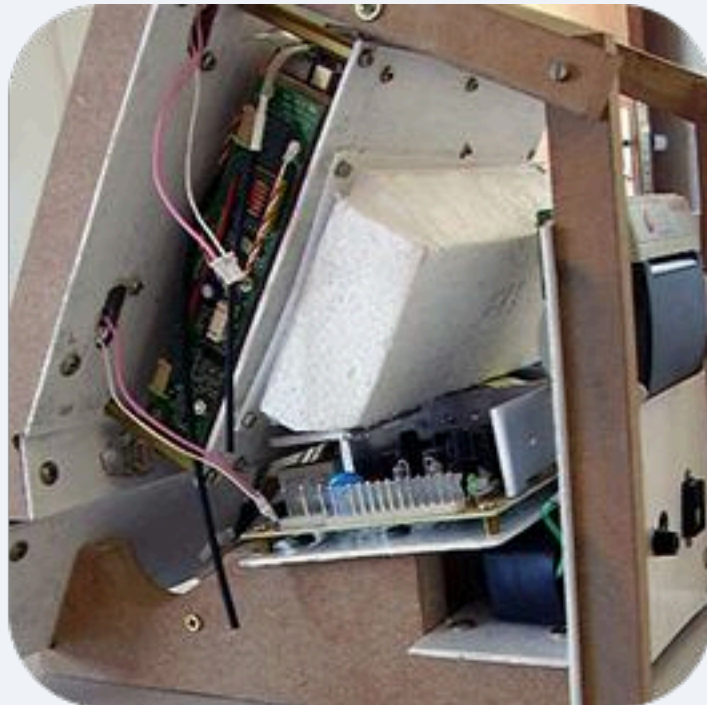
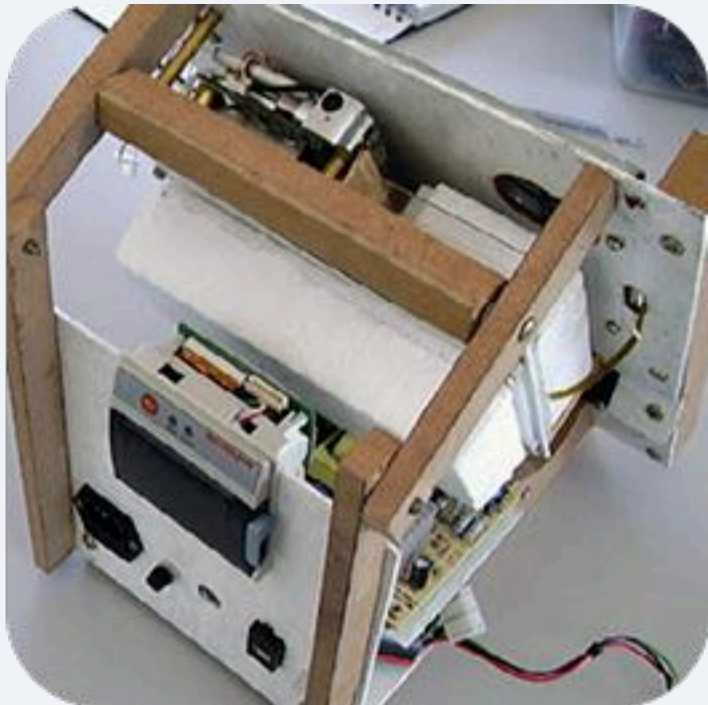
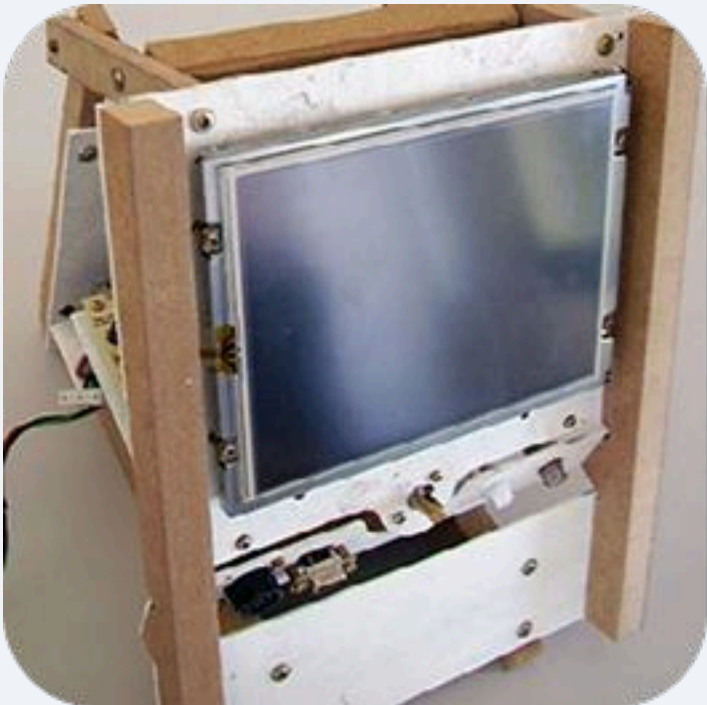
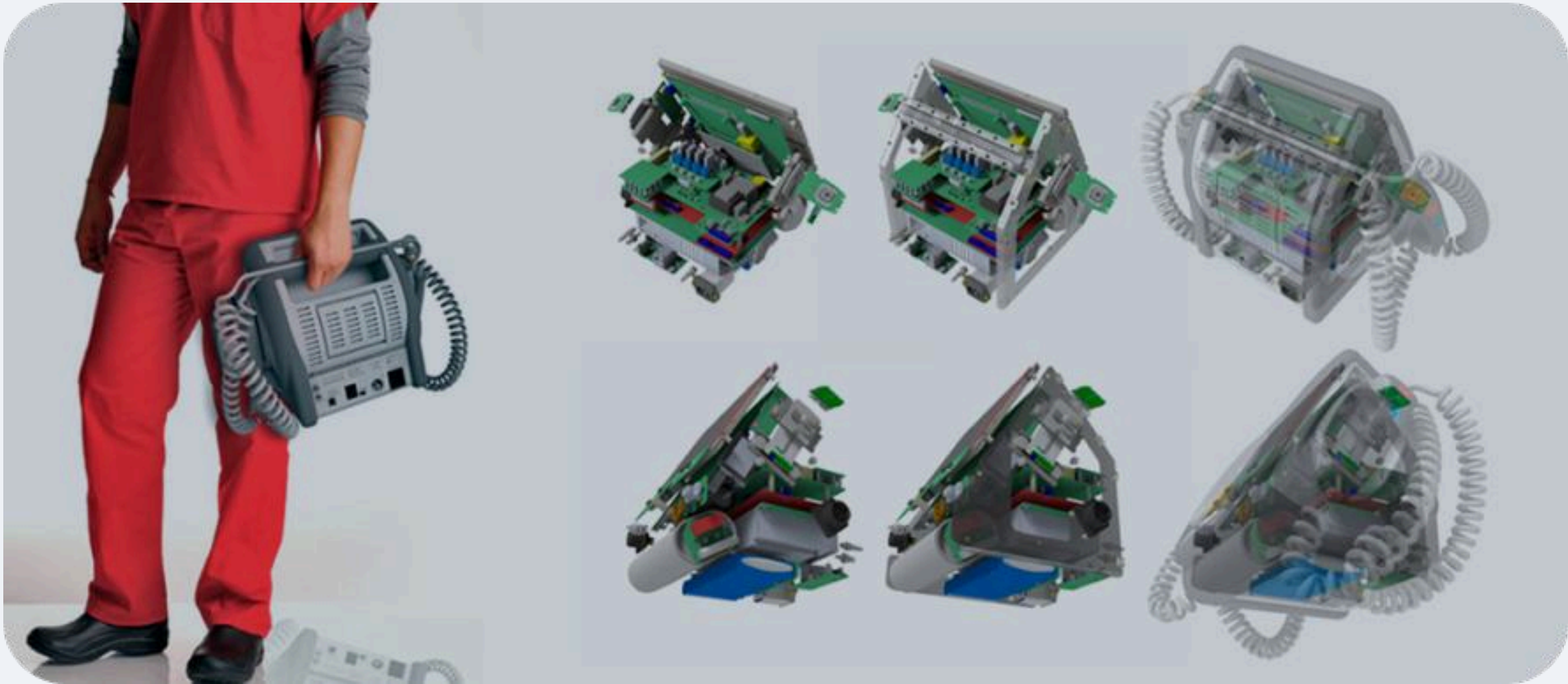
Mockups &amp; Prototypes

Injection Moulds Design



The project was developed in partnership with Italian designer Andrea Bardoni, responsible for initial concept and shaping.

I was responsible for bridging the gap between Bardoni's vision and the final result, doing most of the product engineering and even the design of moulds for plastic injection.







ALTUS

# Nexto HX Xtorm

Altus provides solutions for industrial automation processes in several markets, from oil & gas to marine applications.

The Xtorm series is a set of rugged Remote Terminal Units (RTUs) focusing on the energy market, especially power plants.

The modules are composed by steel sheets, aluminium alloy heat sinks, plastic parts and intricate spring click mechanisms.

Concept Design

CAD

Rendering

DfM

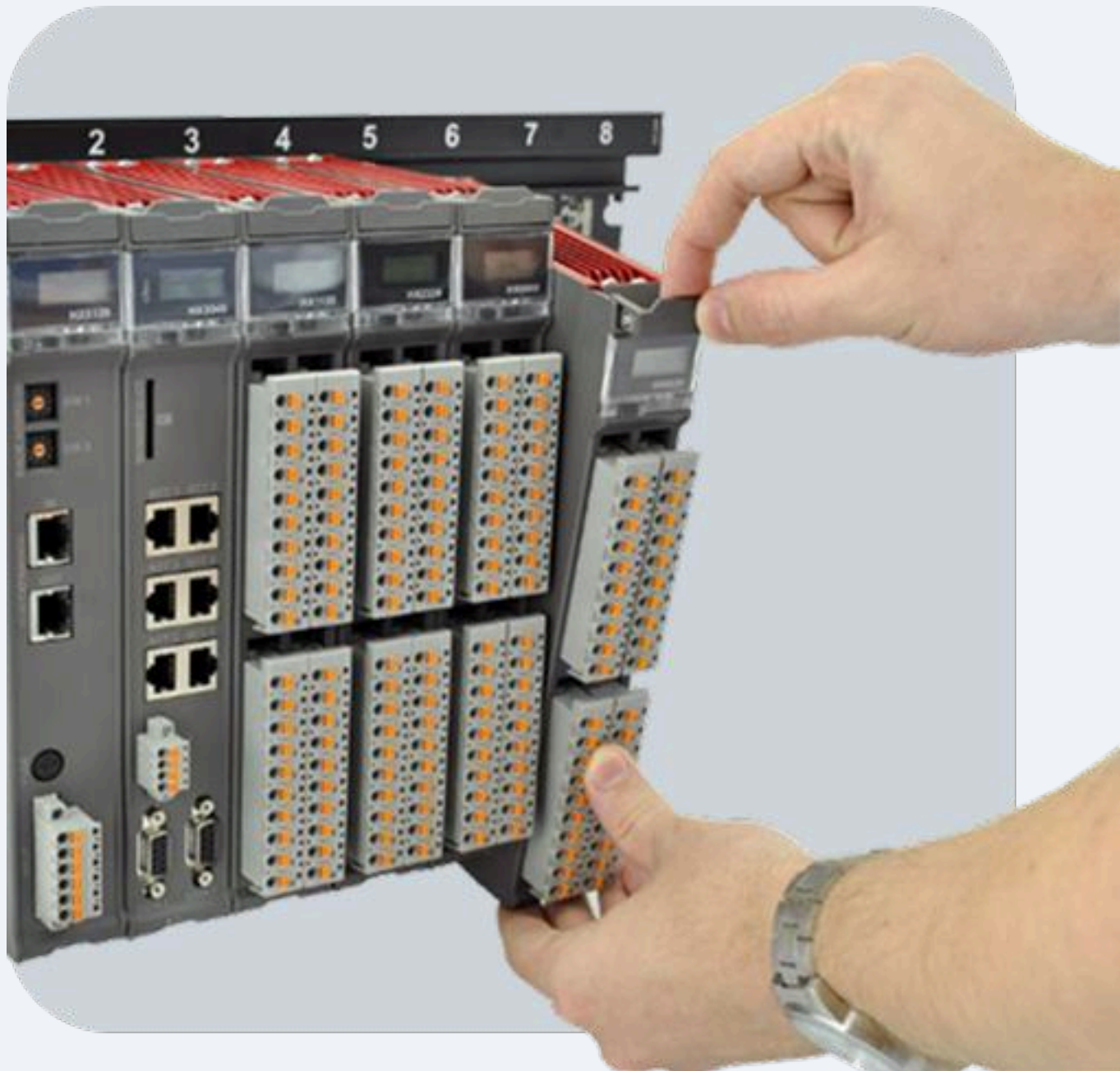
3D Prototyping

Injection Moulds Design



Although being highly technical devices, the client wanted to pay attention to the product's aesthetic appeal, differentiating it from its more compact lines aimed at building automation.

The color red was incorporated into the heat dissipators, and I worked with lines and materials that sought to visually convey the idea of robustness and reliability.







COZA

## Loft Line

Coza is one of the largest Brazilian manufacturers of plastic goods for domestic use. The Loft product line features modular organizers for versatile use in small residential and office spaces.

The project was conceived in partnership with the design duo Nola, who idealized the line. I was responsible for bridging the gap between idea and production, designing products that were not only aesthetically pleasant, but also technically feasible.

The project won 1st place in the 30th edition of the MCB National Design Award, in the “household utensils” category.

Concept Design

Sketching

CAD

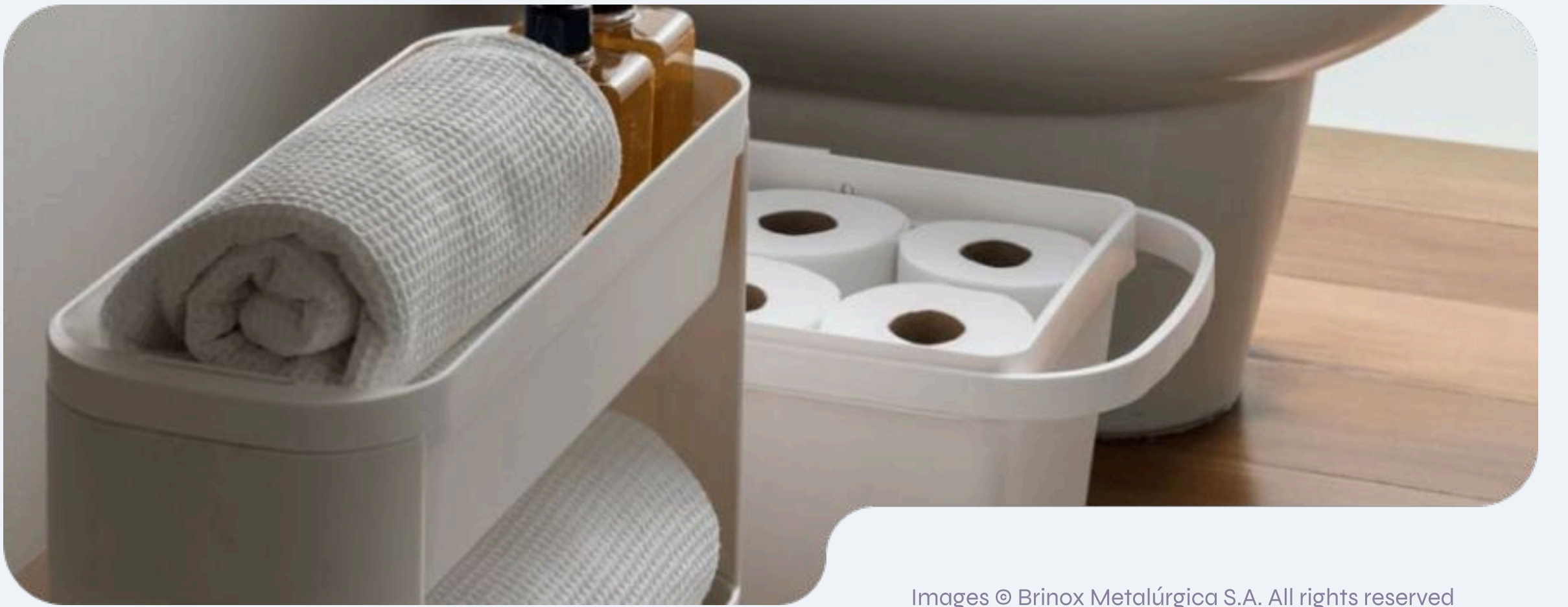
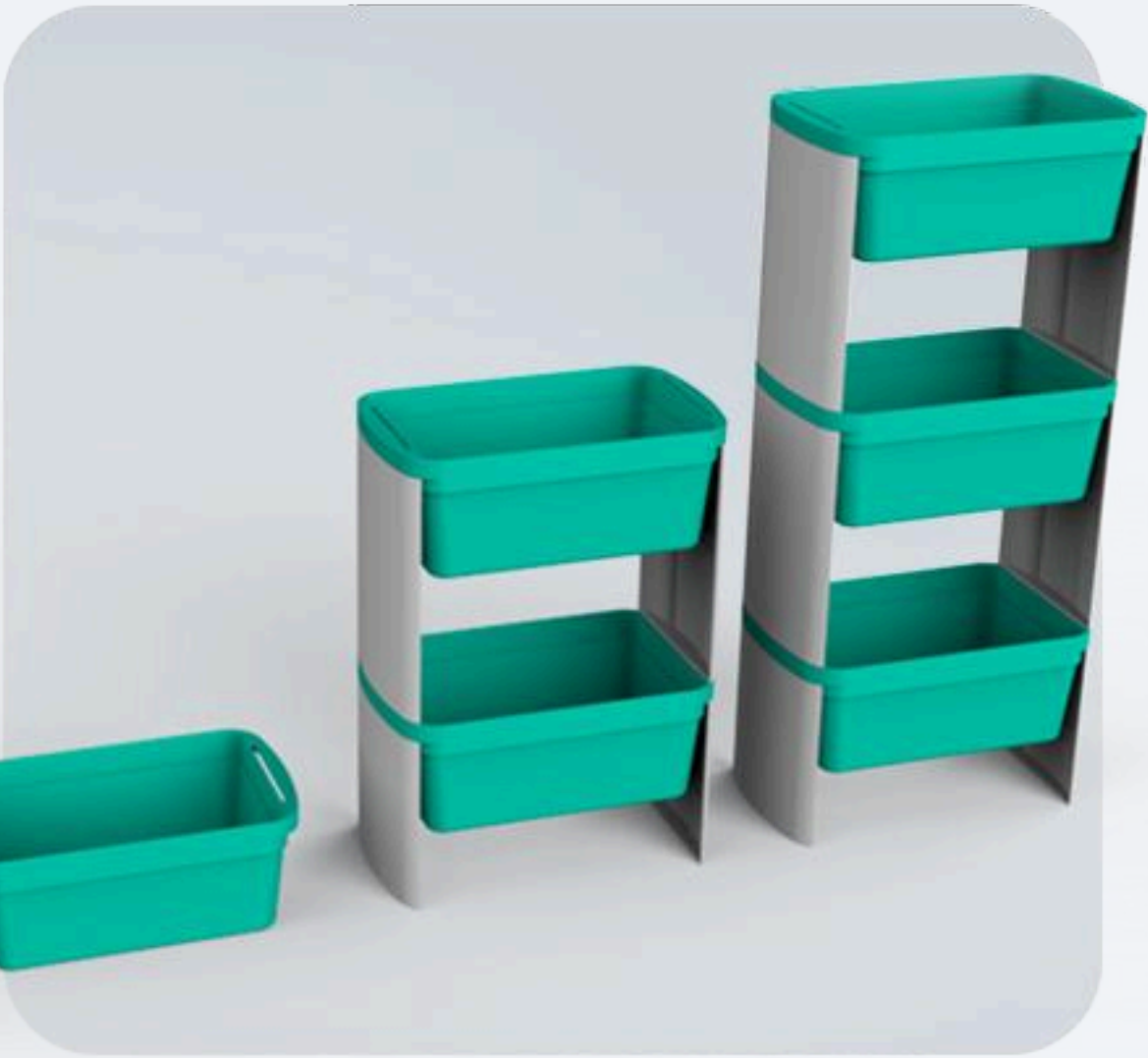
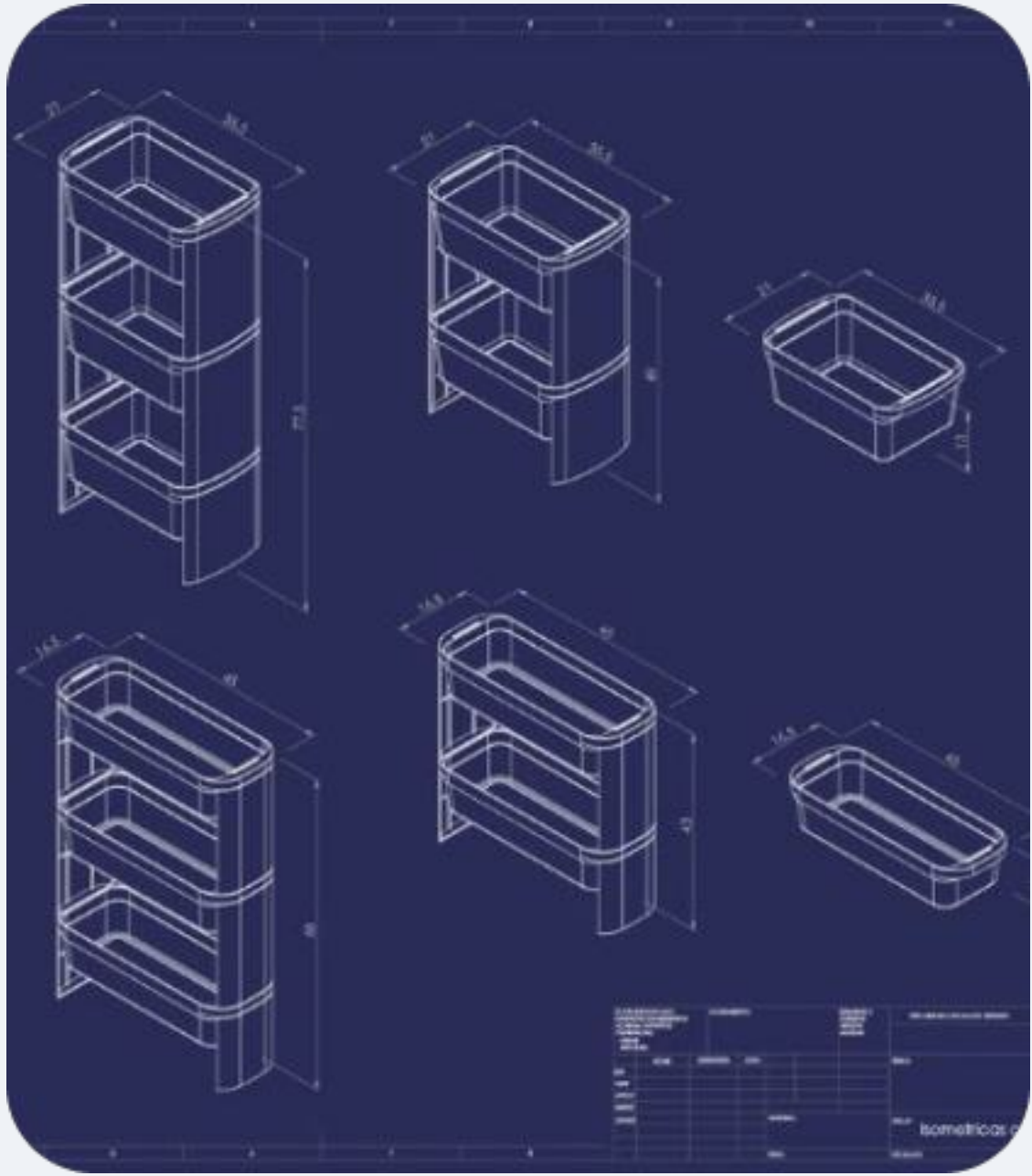
Rendering

DfM



Loft modules are easy to assemble and install stably, allowing for diverse configurations. The materials and shapes were designed to facilitate cleaning and blend in with any environment.

All parts were designed to be stackable and with adequate dimensions to be used in small spaces.







BRAZILIAN HEALTH REGULATORY AGENCY

# MedPack Guidelines

I am very proud to have collaborated with PROADI, a research program of the Brazilian Health Regulatory Agency.

The goal was to assess the legibility of medicine packaging nationwide and set new parameters for future regulations.

Millions of Brazilians suffer from complications every year for taking wrong medications. Labels are too similar and the national legislation for packaging of generic drugs is outdated.

The outcome was several new concepts, a 100-page project report with detailed recommendations for improving the national guidelines for graphic design of medication packaging and a peer-reviewed article published in global medicine journals.

Design Research

Concept Design

UX

Packaging

Graphic Design

Rendering

Editorial Design



The project had two phases: first, a cross-sectional study with 6,255 users was conducted using simulations I designed.

The results were applied in the second phase, where I designed improved packaging alternatives for both patients and health professionals, prioritizing safety and clarity of information.



Current design and several proposed alternatives considering factors such as readability, laboratory brand, long drug names, dosage differentiation, etc.







QE COSMETICS

# HARS

This project showcases my additional skills in graphic design for the packaging of consumer products.

Founded in 1986, QE Cosmetics is a beauty and health brand with lines for various segments of professional hair products.

The company needed a compelling visual design system for their new line of formaldehyde-free hair straightening products.

I was also responsible for re-branding the set as “HARS”, an acronym for “Hair Reprogramming System”.

Design Research

Concept Design

Rendering

Project Management

Graphic Design

Packaging



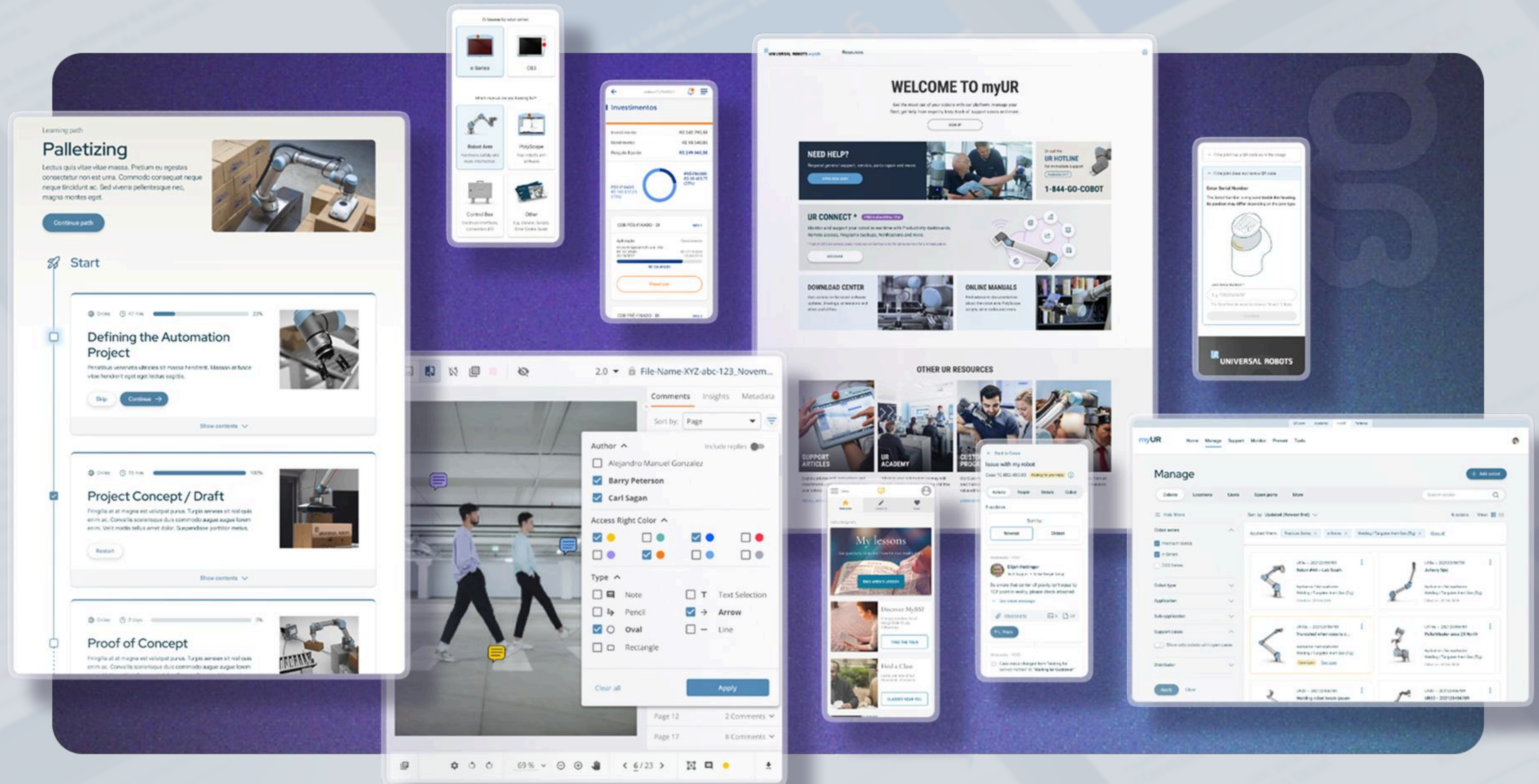
The label design graphically conveys the results obtained with the HARS system, making use of fine lines to simulate hair strands being straightened from product 1 to 6 of the series.

I also designed supporting materials such as printed media.





To see more about my work in Digital Design & UX/UI, please visit [g-webster.com](https://g-webster.com)








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