

Guilherme Braga

PRODUCT DESIGNER & ART DIRECTOR

SÃO PAULO, BRAZIL

WORK@GUIBRAGA.COM · GUIBRAGA.COM · LINKEDIN.COM/IN/GBRAGADESIGN

AREAS OF EXPERTISE

Product Design | UX/UI Design | Art Direction | Design Systems | Prototyping | Information Architecture | Branding | Visual Identity | Responsive Design | AI-First Workflow

01 / SUMMARY

Product designer and art director with 15+ years of experience, helping companies bring complex brands and products into digital without losing identity or usability. End-to-end on product, from flow and information architecture to dev-ready UI in Figma, with a foundation in advertising art direction. Delivered 50+ UI/UX projects, including work for brands like Lilly, Pfizer, AstraZeneca, Sanofi, and NIVEA. One Lilly website ranked first in a brand evaluation program.

02 / EXPERIENCE

PUNCHEV GROUP | SEP 2025 – PRESENT | REMOTE

UI/UX Designer

- Design international digital products end to end, from flow and information architecture to high-fidelity, dev-ready UI in Figma.
- Build and evolve scalable design systems, with fast, clean handoff to development.
- Handle visual production and art direction, images, banners, and key visuals, with an AI-first workflow.
- Build high-fidelity, interactive prototypes with microinteractions and motion.

YOU AND US, DIGITAL MARKETING | SEP 2022 – AUG 2025 | REMOTE

Senior Art Director

- Led high-impact digital campaigns end to end, aligning every visual to each client's brand and goals.
- Created campaign key visuals and guided the team through the rollout, keeping quality and consistency.
- Built and repositioned brands, developing complete visual identities.

MATILHA DSGN | FEB 2018 – FEB 2022 | BRAGANÇA PAULISTA, BRAZIL

Co-founder & Art Director

- Led the creative direction of every project, from briefing to final delivery.
- Designed UI/UX for digital products, the foundation of the product work I do in Figma today.
- Oversaw all visual production across digital and print.

EARLIER EXPERIENCE

Art Director & UI/UX Designer, Freelance (2022) · Art Director, Sato7 (2017–2018) · Junior Art Director, You and Us (2014–2017) · Marketing Analyst & Graphic Designer, Babolat (2012–2014) · Graphic Designer, Gráfica Brasil (2012)

03 / SKILLS & TOOLS

Design: Product Design, UX/UI, Art Direction, Design Systems, Prototyping, Branding

AI: AI-first workflow, image consistency, AI photo and video

Tools: Figma, Photoshop, Illustrator, InDesign, Claude, Cursor, Krea, Magnific

04 / CERTIFICATIONS

AI Image Maker, Montag School (2026) · AI Designer, Asimov Academy (2026) · UI Boost, Gilberto Prado (2024) · Advanced Figma, Felipe Santana (2023) · Premium Visual Identity, Comunidade Plagiados (2023)

05 / EDUCATION

Graphic Design — UNIP Universidade Paulista, 2012

06 / LANGUAGES

Portuguese (native) · English: professional written, spoken with tool support