

Luis Guilherme

Senior Product Designer · Fintech, SaaS/B2B & Complex Systems

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PROFESSIONAL SUMMARY

Senior Product Designer with 12+ years in Fintech, SaaS/B2B, and complex product systems. Proven impact at scale: -55% support tickets and 3× analytics adoption on a platform serving 250M+ users (Aptoide); -32% payment drop-off (AppCoins Wallet). Rare end-to-end capability — I design, build, and ship working products, most recently StoryPath, a 3D cultural tourism platform piloted with a Portuguese municipality. Strong on design systems, UX research, and making trade-off decisions in ambiguous, technical environments.

EXPERIENCE

Founder & Product Designer — StoryPath

2025 – Present

- Designed and built a georeferenced 3D cultural tourism platform solo (Next.js, Mapbox GL, Three.js, AI content pipeline); ran a successful municipal pilot and delivered data-backed expansion proposals to institutional clients.
- Launched a hotel white-label vertical with SaaS pricing; owned research, UX, design system, code, and B2G sales end-to-end.

Senior Product Designer — Aptoide Connect

May 2021 – Dec 2025

- Led redesign of Aptoide Connect, a multi-sided B2B platform serving 250M+ users and processing \$60M+ in annual transactions: -55% support tickets, analytics adoption up from 20% to 60%.
- Built and maintained the platform's design system in close collaboration with engineering, across multi-product environments.
- Unified 20+ independent stores into a single distribution system, reducing partner onboarding complexity.
- Designed analytics infrastructure for global app releases across multiple regions and storefronts.
- Integrated AI tools into design workflows, cutting iteration cycles by ~30%.

Product Designer — AppCoins Wallet

Sep 2017 – May 2021

- Redesigned payment flows in a trust-critical crypto payments product (1M+ installs, 430K active users), cutting drop-off by 32% through progressive disclosure and improved error recovery.
- Translated blockchain complexity into clear, trustworthy UX for non-technical users across 3 platforms.
- Established UX patterns for transaction history, refunds, and in-app purchase flows.

Principal Designer — Aptoide App Store

Jan 2014 – Sep 2017

- First designer at the company — built the design practice from scratch alongside founders and engineering.
- Defined visual identity and product direction across Android app, web, and Smart TV platforms.
- Helped grow the product into one of the largest alternative Android app stores globally, leading design across 3 platforms simultaneously with no dedicated design team.

SKILLS & TOOLS

Product: End-to-end product design (0→1 and scale) · Complex flows (payments, distribution, internal tools) · Design systems at scale · UX research & validation

Design & Prototyping: Figma · Adobe Photoshop & Illustrator · Framer · After Effects

Research & Analytics: Maze · Hotjar · Google Analytics

AI Workflow: Claude Code · ChatGPT · GitHub Copilot · Midjourney — applied to prototyping, coding, content generation, and validation loops

EDUCATION & LANGUAGES

Education: Bachelor's Degree in Communication Design

Languages: Portuguese (Native) · English (Professional)