Guilherme (Gui) Skinner

Product designer and design engineer. São Paulo, Brazil, working remotely with US and European teams.

contact@guilhermeskinner.com · guilhermeskinner.com · linkedin.com/in/guilhermeskinner

Summary

I'm a product designer and design engineer in São Paulo, working remotely with US and European teams. I've been designing products for 16 years, across fintech, marketplaces and consumer products. I've always written front-end, and since 2026 I ship production code at work too, in the team's codebase, alongside the engineers.

At TeachMe.To I look after design for growth and conversion. I run the discovery, scope the work, design it, write the code, set up the tracking, test it and ship it, then read the results and decide what comes next. I build with support from agentic coding and go back to Figma when something needs refining.

From 2019 to 2021 I was inside Mercado Bitcoin's venture builder as a founding partner at Meubank, a digital bank, and Clearbook, an equity crowdfunding platform. Before that, Motorola, VivaReal and Mercado Bitcoin's first mobile app, where I was often the only designer in the room. On the side I ship my own products, Helprism, MusicGenius and CherryPick, all designed and built by me.

I'm best at taking a vague problem, finding the real one underneath and getting something in front of people fast enough to learn from it. I've led product and design teams, and I still enjoy the hands-on work most.

Experience

Each entry reads Company, Role, Start to End, Location. Dates are months. "Present" means ongoing as of November 2026.

TeachMe.To — Product designer and design engineer, Growth — Jun 2025 – Present — California, United States

A marketplace where people book lessons with local coaches, in 250+ cities. Responsible for conversion from the homepage search to the checkout, across checkout, landing pages, browse and listings, running the whole loop on each change: discovery, scope, design in Figma, front-end build in the Next.js codebase, tracking, QA, release as an experiment, and reading the results.

- Ran 40+ experiments in the experimentation program, each called against a metric agreed before launch, with the reason written down when a test lost. Since June 2026 I build and ship them myself.
- Designed a new visual direction for the whole site after five rounds of feedback, built it in the Next.js codebase and shipped it page by page as 50/50 tests against the pages it replaced: the homepage, browse, the coach page and a new three-step checkout.
- On browse, 1.3% of visitors used a filter and 70% of that use was on phones, so the top five filters moved out of the drawer and onto the page as chips.
- Rebuilt the homepage search as a single box that understands skills, coach names and places, replacing a two-step pop-up: 6 to 7% more people got from the homepage to a coach's page, and qualified demand went up 25%.
- Brought the same search to the browse pages in September 2026, replacing the skill and location pickers: 20% more buyers (89% chance to win), shipped site-wide.
- After free trials were dropped, added a money-back line to checkout, right above the Buy button and naming the amount you pay: completed checkouts went up 17.4%, with an 86 to 94% chance to win against the 80% bar agreed beforehand.
- Proposed qualified demand (checkouts plus qualified leads) as the funnel metric, since conversion rate could not see the bookings that close through the sales team. The growth team judges its tests on it.
- Read through the sales team's conversations to find what still stopped people, mostly availability, cost and fit, and scoped one experiment per objection.
- Built a four-question coach matcher on the landing pages: money per visitor went up 19% (80% chance to win), and single lessons went from 46% to 26% of purchases.
- Designed the lead-capture form on coach pages, one screen with a chat-style bubble and quick questions that change with the sport: 75% more enquiries, without taking sales from checkout. The team built and ran it in spring 2026.
- Led the coordinated web release of online lessons and the move from free trials and subscriptions to lesson packs: mapped the 16 surfaces that had to change, designed the pack selector and trust copy, and wrote the runbook with SEO, help center, sales, ads and legal. One merge to go live, one revert to roll back.
- Wrote a QA gate that scores each change on six kinds of risk and sets the level of testing, self-QA, a second pair of eyes, or a full independent pass.
- Audited the design system across four codebases, 2,654 components, and found four sets of tokens, two slightly different brand blues and hundreds of one-off sizes. Fixed the web app and the coach dashboard.

Tools: Figma, Next.js, React, TypeScript, Tailwind, PostHog, Metabase, Claude Code, Cursor, Linear, Notion.

Faves — Product designer and builder — Jun 2025 – Present — California, United States

Product design for the Faves app, a consumer app for saving and organizing what you find on social media, and since September 2025 design and build for the new AI products of the team's small venture studio.

- Joined the app in June 2025 on a part-time contract as its only product designer, and audited the whole app in the first week, before the Pro launch. The top finding, a forced trial before people had seen the app, was removed later that summer.
- Designed the Pro tier, the onboarding carousel and the paywalls in Figma: a free week, a button that says what you pay today, and a clear way to pick a cheaper plan or stay free. The team's one engineer built them as designed.
- Since September 2025, designed all four of the studio's new products and built two of them, in a bit over a year.
- Creative-research product: redesigned a quick prototype into a three-step flow, ran three moderated one-hour sessions with creators and marketers and wrote the report. The product was cut down to its research step a week later and sunset a few months after.
- Chief-of-staff product: designed the clickable prototype straight in code (landing page, six-step onboarding, dashboard with an OKR table), and 11 days later the engineer had production matching it. Dropped as positioned in July 2026. Our idea score rated it 35 of 100 as pitched and 56 with a sharper angle, against a bar of 55.
- Legal-intake product, designed and built solo (every commit in the repo): a working prototype on day one, a real law firm pilot at four and a half weeks, a test of three landing pages with one promise each, where privacy won and most of the people who got in touch were in personal legal distress, a pivot, and the paid product live 7 weeks after the first commit. About one in three trials paid, but almost nobody came back in their first week, so in week ten we left it running and moved on.
- Set up and runs the studio's check-before-building sprint: 90 days, one idea a week written up in six fields, customer calls Tuesday to Thursday, a decision on Friday. More than 20 ideas checked with customers, 8 dropped in the first 46 days on what they said.

Tools: Figma, Next.js, Supabase, Claude Code, Notion.

Independent (GSK) — Product design consultant — Jul 2009 – Present — Brazil and the United States

Consulting on product design, front-end build and design process for startups and scale-ups in Brazil and the US. Selected clients: Flex AI (CA), Agência Estado Broadcast and Caixa Econômica Federal via Opus (BR), Charisma BI (BR), Xplorobot (US), Crediverso (US), My Pocket Lawyer (US), Lifeblood (US), HelpSaúde (BR).

- Broadcast Radar (2025), for Opus and Agência Estado: designed a media monitoring tool for Broadcast, the Agência Estado news and data service. Plain-words search with filters for period, sources and sentiment, and results split by sentiment with a summary written by AI, a chart and the themes.
- Xplorobot (2024): created the website for a methane-detection hardware company, from benchmarks and the brief refined with the client, through a mood board and mockups, to the final designs and the Webflow build. Live at xplorobot.com.
- HelpSaúde (2024): revamped a Brazilian health-professional directory whose website was about ten years old, created and implemented its design system, Healthy DS, and designed LinkSaúde, a link in bio for doctors and other health professionals. The revamped website shipped.
- My Pocket Lawyer (2024): after Crediverso, stayed on with the founders and designed their pivot, an AI legal assistant. A chat kept close to familiar patterns, with a hand-off to law firms when a lawyer is needed, drawn at four breakpoints.

Kamah — Investor and advisor — Jun 2022 – Present — São Paulo, Brazil

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Nossa Labs — UX and product design partner — Jan 2024 – Aug 2025 — California, United States

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Nowsta — Lead product designer — May 2023 – Oct 2023 — New York, United States

- Designed Nowsta 2.0, the US gig-work marketplace rebuilt from the ground up, where companies book hourly workers for shifts and staffing agencies run their business.
- Designed the job board (a job with roles over several days, shifts filled from applicants, an agency or the client's own Flexpool, with a day-by-day roster) and Spotlite, a home for the staffing businesses with location insights, clients, workers, rates and reviews.
- The job board, Spotlite and the account setup tour all shipped.
- Set up the design system, mentored the junior designers and ran ideation workshops.

Crediverso — Lead product designer (contract) — Nov 2022 – Apr 2023 — California, United States

- The only product designer at a newly founded fintech for Hispanic families in the US, many of them without a Social Security Number.
- Designed the account opening flow in the app, with a path for people who have neither an SSN nor an ITIN. It shipped in November 2022.
- Designed the website for desktop and phone, and the design system foundations, built with engineering.

Mercê do Bairro — Product design manager — Mar 2022 – Oct 2022 — São Paulo, Brazil

- Designed products and experiments.
- Managed a team of two designers, including Figma, Notion and the process from design to development.

2TM (Mercado Bitcoin's venture builder) — Head of product and design — Aug 2019 – Nov 2021 — Greater São Paulo, Brazil

- Led product management and design in the venture builder of the group behind Mercado Bitcoin, to start the new companies in the group, Meubank and Clearbook (MB Startups).
- Built and managed a team of 22, and took a product from zero to its first launch.
- Supported other companies in the portfolio, including Concash and TTura.

Clearbook — Head of product and design, founding partner — Aug 2019 – Nov 2021 — São Paulo, Brazil

- Founded an equity crowdfunding platform within 2TM, in partnership with Distrito, a startup hub in Brazil, and was responsible for the name, the brand, the product vision and the team.
- Studied the CVM rules (the Brazilian securities regulator) and the use cases first, since a good part of the MVP was decided by regulation, then designed the signup, KYC and investing flows to meet them and still be friendly to use.
- Did the research and design before the full team was in place: a landing page to test the positioning, a survey that 40% of the people who signed up answered, proto-personas, a service blueprint and usability tests, then Hotjar and Heap to watch usage after launch.
- Went from zero to the first launch, hiring and growing a team of 22 on the way, with product designers and a UX researcher as direct reports.

Meubank — UX, product and design, founding partner — Aug 2019 – Oct 2021 — São Paulo, Brazil

- Founded the digital bank the group wanted to have, leading product and design from the name and the brand to the product vision and the early versions.
- The naming, branding and product vision were later integrated into a Mercado Bitcoin business unit.

Fisher Venture Builder — UX, product and design — Aug 2019 – Aug 2020 — Greater São Paulo, Brazil

- Led product design for the ventures Mercado Bitcoin kicked off in partnership with Fisher, Meubank and MB Startups.
- Helped with Fisher's own ventures and other incubated projects, including Snaq.co and Auto2You.

Mercado Bitcoin — Lead product designer — Sep 2017 – Jan 2019 — São Paulo, Brazil

- Started as the only designer at the crypto exchange, helped set product development practices, and grew into leading the product and design team, 4 product owners and 2 designers.
- Led product and UX for the exchange's first mobile app (Android and iOS), the first native app from a crypto exchange in Brazil: defined the MVP with the team, designed it, helped hire Venturus as the outside development team, and ran an internal beta with two rounds of tasks and interviews before launch.
- The app held a 4.7 star store rating for over a year after launch.

Mescla — Product designer and partner — May 2017 – Nov 2017 — São Paulo, Brazil

- A small firm started with three friends to work with Porto Seguro, a large Brazilian insurer.
- Led the design of Porto Seguro Faz+, an app where a service provider already at a customer's home can offer an extra service or sell a battery, get it confirmed and get paid in the same visit, with a back office for Porto Seguro. Faz+ is still in use.

VivaReal — Senior product designer — Apr 2016 – Mar 2017 — São Paulo, Brazil

- On the squad that worked on how people search by place at the real estate portal, rebuilt search so people could look for homes by street or landmark instead of only by district, with the homes on that street first.
- Designed the map view, with price pins and the points of interest around each listing, for desktop, tablet and phone. Geosearch and Map View shipped in the last quarter of 2016.

Motorola — Senior product designer — Nov 2014 – Mar 2016 — São Paulo, Brazil

- Owned the Dual SIM experience on top of stock Android: worked out with the UX research team when two SIMs are actually useful and turned it into usage profiles (Basic, Automatic, Personal and professional, Main and occasional) that a setup wizard uses to configure the phone in a few steps. It shipped on every Motorola dual-SIM phone.
- Designed the new FM Radio app with the research team, around tuning, favorites, recording and the sleep timer. It shipped with a new family of phones and the Play Store rating went from 2 stars to 4.

Vérios — UX designer — Feb 2014 – Nov 2014 — São Paulo, Brazil

- Designed the product interfaces and built the front end (HTML5, CSS3 and some JavaScript and jQuery).
- Looked after the brand guidelines across marketing campaigns and the product UI, and introduced agile methodologies and processes.

Ice Juice Lemon — UX designer — Jan 2013 – Dec 2013 — São Paulo, Brazil

- Designed mobile interfaces for iOS and Android, and the brand identity for the company and its products.
- Designed and built the front end (HTML, CSS and some JavaScript and jQuery) for the company website and its products.

Bionexo — UX and visual designer, starting as an intern — Jun 2011 – Nov 2012 — São Paulo, Brazil

- Redesigned the institutional website on web standards and usability best practices, and the core business application with a focus on UX.
- Applied the visual identity to marketing channels and event promotion, and had a first contact with Scrum, working side by side with the development team.

Projects

Products designed and built by me, outside employment. Each entry reads Project, Role, Start to End, Status.

Helprism — Founder, designer and engineer — Feb 2026 – Present — Live in a quiet launch, helprism.com

A help center that updates itself when you ship code. When a change is merged, Helprism drafts the article update, a person reviews it in a Changes inbox, and readers can see when each article was last checked.

- Built the first version solo, from February to May 2026, from the first commit to a product people could sign up for. Repositioned and rebuilt it in September 2026 around the new pitch: connect your repo or your coding agent, and every merged change turns into a reviewed article update, with nothing published without a person approving it.
- 336 commits and around 880 tests, built with support from agentic coding.
- Ran several coding agents at once, each in its own copy of the code, for 49 pull requests in 8 days. A check stops them from merging, pushing, deploying, touching secrets or publishing packages, so every change is reviewed and released by me.
- Wrote DESIGN.md, the design system doc with the tokens, spacing, motion and the things never to do, as rules the coding tools must follow, plus a rules file that grows every time something goes wrong. The tools sketch directions as design boards, I pick one, and that board becomes the spec for the build.
- Shipped five themes, dark mode, seven languages, custom domains, an embeddable widget and an AI answer bot that cites the articles, all in the customer's own brand. After redesigning the default theme, checked that every saved help center rendered pixel-identical before and after.
- Published @helprism/mcp 1.2.0 on npm (an MCP server, a plug-in with 19 tools for coding tools) and @helprism/cli, plus the helprism-sync skill, so coding tools can report changes to Helprism when code is merged.

Tools: React, Supabase, Stripe, Claude Code.

MusicGenius — Designer and builder — Apr 2026 – Present — Live, musicgenius.app

Music theory in short drills and pixel-art games, with a proper course underneath so the practice adds up to something.

- Built solo, with 10 games and a 92-skill course. The games (build the scale, fix the scale, build the chords, name the key, pitch ID, name that tune, tone match, a platformer on scale degrees, rhythm tap and sight reading) each have a practice mode and a 60-second time trial with a leaderboard.
- A course of 92 skills across 6 tiers and 22 units, with 22 kinds of exercise, a boss run inside one of the games at the end of each unit, and spaced repetition for reviews.
- Wrote the sheet music renderer from scratch in plain SVG (clefs, notes, key signatures and labels) in about 350 lines, plus a single audio engine for the whole app and a chord progression generator with no dependencies.
- 8,462 answers given in lessons, 79.6% of them correct (PostHog, June to September 2026).
- After one round of work on onboarding, the share of new accounts that play their first game went from 49% to 76%.
- Tested the homepage button: sending people straight to sign up got 16.3% of them to create an account, against 6.0% for trying a lesson first. Every new mechanic ships behind a flag.

Tools: React, Tone.js, Supabase, Stripe.

CherryPick — Founder and builder — Oct 2023 – Present — Live on the Chrome Web Store

A Chrome extension that lets you tag your LinkedIn contacts as you browse, then manage and export them from a dashboard.

- Designed and built solo, and live on the Chrome Web Store for 3 years with a 4.7 star rating.

Tools: React, TypeScript, Firebase.

UI Chroma — Designer and builder — 2023 – Present — Live, uichroma.com

You describe your brand in a few words and it gives you a color palette for your UI, with a link you can share.

Tools: React, Tailwind, Firestore.

Skills

- **Design:** product design, UX design, interaction design, visual design, design systems, prototyping, onboarding, paywalls and pricing tiers, checkout and conversion design, search and browse, mobile app design (iOS, Android), responsive web design, naming and branding, design docs for AI agents.
- **Research:** user research, moderated usability sessions, think-aloud interviews, surveys and proto-personas, service blueprints, benchmarks, sales conversation analysis, fake-door tests, customer interviews, research reports.
- **Growth and experimentation:** A/B testing, experiment design, metrics agreed before launch, experiment readouts, funnel metrics, conversion optimization, landing pages, lead capture, pricing and packaging, feature flags, holdouts, kill rules, QA gates, release runbooks, validate-before-build sprints.
- **Engineering:** HTML, CSS, JavaScript, TypeScript, React, Next.js, Tailwind CSS, Vue, SVG, Supabase, Firebase, Firestore, Stripe, Tone.js, Webflow, Chrome extensions, npm packages, pull requests and code review, automated tests.
- **AI tooling:** agentic coding, Claude Code, Codex, Cursor, MCP servers, CLI tools, guardrails on merge and deploy, AI answer bots, AI summaries.

- **Analytics:** PostHog, Metabase, Hotjar, Heap, event tracking, funnel instrumentation, experiment exposure and attribution, database checks on dashboard numbers.
- **Tools:** Figma, Notion, Linear, GitHub, Webflow, Vercel.
- **Leadership:** leading product and design teams, hiring, mentoring designers, founding partner, venture building, cross-functional releases with SEO, sales, ads and legal.

Education

Universidade Presbiteriana Mackenzie — Bachelor's degree, Marketing, Advertising and Design — 2010 – 2013

Colégio Vectra — Technical degree, Business Administration and Management — 2007 – 2009

Languages

- Portuguese: native.
- English: fluent.
- Spanish: limited working proficiency.

Mentoring

Distrito — Startup mentor, on UX, product, design and fundraising — Apr 2021 – Sep 2022 — Brazil

- Mentored fintech founders in Distrito's program, as an extension of the Clearbook role, on product, design, user experience and fundraising through equity crowdfunding.

Contact

- Email: contact@guilhermeskinner.com
- Website: https://guilhermeskinner.com
- LinkedIn: https://www.linkedin.com/in/guilhermeskinner
- Location: São Paulo, Brazil

- Other formats: guilhermeskinner.com/GuilhermeSkinner-CV.md (Markdown), guilhermeskinner.com/cv.json (JSON Resume), guilhermeskinner.com/GuilhermeSkinner-CV.pdf (two pages)