# GUILHERME (GUI) SKINNER

**Product designer & design engineer**

São Paulo, working remotely with US and European teams

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I've designed products for 16 years, and since 2026 I ship production code at work too. I take a change from discovery and design to code, tracking and release, then read the results honestly, whether the test won or lost. 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.

## EXPERIENCE

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| 2025 – NOW | **TeachMe.To**<br>Product designer and design engineer, Growth | I look after conversion for a US lessons marketplace, from the homepage search to checkout. I design the experiments, build them in the Next.js codebase, set up the tracking and read the results.<br>40+ experiments in the program I run, each called against a metric set before launch. Designed and built a new look for the whole site, shipped page by page as 50/50 tests.<br>A money-back line I added to checkout lifted completed checkouts 17.4% (86–94% chance to win, against the 80% bar we had set). Rebuilt the homepage search, +25% checkouts and qualified leads. Designed the lead-capture form that lifted enquiries 75% (the team built and ran it). Proposed the funnel metric the growth team now judges tests on, and led the coordinated release of online lessons and lesson packs. |
| 2025 – NOW | **Faves**<br>Product designer and builder | Joined the app as its only product designer. Went through the whole app in my first week, then designed the Pro tier, the onboarding and the paywalls, which the team's engineer built from my Figma files.<br>Since September 2025, product design for the studio's new AI bets, four in a bit over a year, all designed by me and two built by me. One went from first commit to people paying in 7 weeks, and I put together the validate-before-build sprint that dropped 8 ideas in its first 46 days, on customer evidence. |
| 2026 – NOW | **Helprism**<br>My own product, designed and built by me | A help center that updates itself when you ship code. A first version in spring 2026, then a new pitch and a rebuild in September, built with support from agentic coding, 49 pull requests in 8 days, each one reviewed and merged by me. Around 880 tests, five themes, seven languages, a widget and an answer bot, all in the customer's own brand. Live in a quiet launch. |
| 2026 – NOW | **MusicGenius**<br>My own product, designed and built by me | Music theory in short drills and 10 pixel-art games, with a 92-skill course and a sheet music renderer built from scratch, solo. After reworking onboarding, the share of new accounts playing their first game went from 49% to 76%. Live at musicgenius.app. |
| 2023 – NOW | **CherryPick**<br>My own Chrome extension | Tag your LinkedIn contacts as you browse, then manage and export them from a dashboard. Designed and built by me, live on the Chrome Web Store for 3 years at 4.7 stars. |

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| 2023 | **Nowsta**<br>Lead product designer | Nowsta 2.0, the rebuilt gig-work marketplace. The job board, Spotlite and the setup tour all shipped, and I set up the design system. |
| 2022 – 23 | **Crediverso**<br>Lead product designer (contract) | The only designer at a new fintech for Hispanic families in the US. Set up the foundations, from the account opening in the app, which shipped in November 2022, to the website and a design system built with engineering. |
| 2022 | **Mercê do Bairro**<br>Product design manager | Designed products and experiments and managed a team of two designers, including the process from design to development. |
| 2019 – 21 | **2TM, Mercado Bitcoin's venture builder**<br>Head of product and design, founding partner at Clearbook and Meubank | Clearbook, an equity crowdfunding platform, went from zero to its first launch, with a team of 22 hired along the way. Meubank, the group's digital bank, from the name and the brand to the product vision and the early versions. |
| 2017 – 19 | **Mercado Bitcoin**<br>Product and design lead | Started as the only designer and ended up leading product and design. Led the exchange's first mobile app, the first native app from a crypto exchange in Brazil, which held a 4.7 star store rating for over a year after launch. |
| 2017 | **Mescla**<br>Product designer and partner | A small firm I started with three friends to work with Porto Seguro. We designed Faz+, which lets a service provider offer and get paid for an extra service in the same visit. It's still in use. |
| 2016 – 17 | **VivaReal**<br>Senior product designer | Geosearch and Map View, so people could look for homes by street or landmark and browse the places around each listing. Shipped in Q4 2016. |
| 2014 – 16 | **Motorola**<br>Senior product designer | Owned the Dual SIM experience on top of stock Android, shipped on all Motorola dual-SIM phones. The FM Radio redesign took the app from 2 to 4 stars on the Play Store. |
| 2011 – 14 | **Bionexo, Ice Juice Lemon, Vérios**<br>UX and visual designer | UX and visual design, plus a lot of HTML and CSS. |
| 2009 – NOW | **Independent**<br>Product design and front-end consulting | Consulting for startups in Brazil and the US. Most recently Broadcast Radar (2025), AI media monitoring for Agência Estado's Broadcast, through Opus. |

## TOOLS

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

## LANGUAGES

Portuguese (native), English (fluent), and some Spanish

## EDUCATION

Marketing, Advertising and Design
Universidade Presbiteriana Mackenzie, 2010 – 2013

## MENTORING

Fintech founders in Distrito's program, on product, design and equity crowdfunding, 2021 – 2022