

Guilherme Simoes (ghee-lli-air-me)

product designer and design leader

recent experience

SR DESIGN MANAGER @DELIVERYHERO

- FEB 2023 – PRESENT

Food Tech/Retail
- Prioritized B2B tools, significantly enhancing the success of DeliveryHero brands through centralized services and tools.
 - Led a 5-member design team in DeliveryHero's Quick Commerce commercial sector, focusing on promotions, pricing, assortment, and content management.
 - Contributed to key strategic initiatives like sample items, with a projected impact of up to 1% on total GMV for select brands.
 - Reorganized the design team to elevate strategic influence in a previously design-agnostic environment, achieving this by demonstrating design's value as a communication tool, facilitating workshops, and identifying product gaps.

DESIGN MANAGER @MOONFARE

- MAY 2022 – NOV 2022

Fintech
- Helped build-up the Design team by hiring and placing Designers with a new product team structure
 - Worked strategically for 6 product teams, covering Conversion to Retention
 - Delivered vital projects, such as the relaunch of Moonfare's referral program, an educational content initiative for private equity beginners, and supported the company's new brand launch.
 - Mentored and developed designers, from Associate to Staff levels.

DESIGN MANAGER @HELLOFRESH

- FEB 2018 – PRESENT

Food Tech
- Spearheaded the expansion of HelloFresh's design team, achieving a remarkable 10-fold growth from 6 to nearly 60 designers.
 - Played a pivotal role in strategic hiring, including the successful recruitment of key executive positions such as Senior Director of Design and Directors of Product.
 - Concentrated on two critical retention domains: significantly reducing churn and enhancing Average Order Value (AOV).
 - Actively engaged in both high-level strategic planning and hands-on tactical execution, ensuring alignment of design initiatives with corporate objectives.

contact

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oh, hi!

My name is Guilherme and I've been designing digital experiences for more than 15 years now. The last 5 of them, I've also been managing and building product design teams.

I love developing talent and help new and seasoned designers to reach their best potential. I've done the whole spectrum of design work and I'm equipped to deliver not only great design quality, but also building teams that scale successfully.

I also draw, brew, bake and try my best to be a great dad and husband.

skills

- Great communicator
- Experience building and working with design systems
- Mentorship, career advice and "inspire by example" approach to leadership
- Experience with most tools of the trade, more recently working with Figma and Protopie (for advanced prototyping)
- Highly organised and process focused

education

Universidade Federal de Santa Catarina – 2003/2007
Bachelor's degree in Graphic Design with emphasis on Visual Communication

SR PRODUCT DESIGNER @ZYTE

SEP 2016 - AUG 2017

Devtools

- Conducted a full redesign of the company's website. Increased number of leads to website by +20%
- Completely redesigned the data extraction dashboard (main customer facing product)
- Launched a new scraping-on-demand product from ideation to VI, working cross-functionally with the Head of Product and a small Dev team
- Redesigned customer facing micro-pages such as learning center, help center and blog

SR P. DESIGNER/P. OWNER @CONTA AZUL

DEC 2014 - AUG 2016

Accounting tech

ContaAzul, acclaimed as the first Brazilian startup accelerated by 500 Startups, won the TNW Brazil Startup Awards for Best Web App in 2012. It aims to simplify small businesses' bureaucratic challenges, including income and expense management, invoicing, and banking reconciliation.

- Spearheaded the development of ContaAzul's inaugural iOS app, leading a cross-functional team of 5. Simultaneously took on roles as a Product Owner and UX Designer, blending technical and design expertise.
- As a Product Owner and Designer, released a pivotal feature that significantly reduced churn by nearly 5%, reversing a 3-year trend of increasing churn rates.
- Co-founded the design team with the Head of Design, substantially shaping ContaAzul's design culture and fostering a collaborative, creative environment.
- Championed the adoption of Design Thinking methodologies beyond the design team, successfully implementing them in customer success and sales departments, enhancing cross-functional collaboration.