

GUILHERME LESSA

Senior Product Designer · AI Product Designer · MBA

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SUMMARY

Senior Product Designer with 6+ years designing AI-native enterprise products — agentic tools, data-dense dashboards, and design systems for B2B SaaS. At BCG X, cut client operational costs (OPEX) by up to 30% and increased automation by designing AI-powered solutions for global brands including Coca-Cola, Jaguar Land Rover, and Raízen. Pairs an AI-accelerated workflow (Cursor, v0, Claude) with consulting rigor: every design decision tied to a measurable business outcome.

CORE SKILLS

Product Design: AI Product Design, AI-Native Design, Design Systems, Design Tokens, Interaction Design, Dashboard Design, Data Visualization, Information Architecture, Human-Centered Design, Accessibility (WCAG)

Research & Validation: User Research, UX Research, Usability Testing, Wireframing, Rapid Prototyping, Data-Driven Design

AI & Tools: Generative AI, Agentic AI, Figma, Cursor, v0 (Vercel), Claude, Figma Make, Lovable, Storybook, Design-to-Code

Ways of Working: B2B SaaS, Enterprise Software, Agile, Scrum, Design Thinking, Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Senior AI UX Designer — BCG X (Boston Consulting Group)

Madrid, Spain | Apr 2022 – Present

- Cut operational costs (OPEX) by up to 30% and increased automation for enterprise clients by designing AI-powered solutions from discovery to delivery.
- Reduced task complexity by 25%, increased user satisfaction by 30%, and cut support ticket volume by 20% leading UX for a B2B SaaS platform for a global logistics company.
- Designed data-dense dashboards and web applications for Coca-Cola, Jaguar Land Rover, and Raízen — AI and data-science products handling large datasets, WCAG-compliant.
- Accelerated design-to-deployment with AI-native prototyping (Cursor, v0, Vercel), shipping MVPs faster.
- Partnered with data scientists, engineers, and stakeholders; drove user research, flows, personas, and high-fidelity prototypes.

Product Designer — Livelu / Ilía Culture

São Paulo, Brazil | Jun 2021 – Mar 2022

- Reduced churn from 5% to 3% on the Corporate Bonus Portal, a B2B web dashboard, by redesigning core journeys and resolving key pain points.
- Increased user engagement by 35% by optimizing time spent interacting with the product.
- Managed up to 3 parallel projects under weekly deadlines, using wireframing, usability testing, and validated prototypes.

UX/UI Designer (Contract) — Druid

Remote | Apr 2021 – Mar 2022

- Increased user engagement by 25% leading the design of a music streaming app for Sony Music.
- Won the Best Internal Project Award for VIVO, Brazil's largest telecom, with an app that optimized field service for internet installers.
- Contributed to new design systems, improving consistency and delivery speed across projects.

UX/UI Designer — SharEver

Remote | Nov 2018 – Apr 2021

- Drove ~80% user growth (1,200 new users in one year) as first designer, leading a full product UI redesign.
- Grounded design decisions in user interviews and usability tests; prototyped in Figma in a fast-paced startup environment.

EDUCATION

MBA, UX Research, Search Operations & Leadership in Design — Curitiba University of Technology, Brazil | 2021 – 2023

Bachelor of Marketing — University City of São Paulo, Brazil | 2013 – 2016

Product Design — UX Unicórnio | 2020

CERTIFICATIONS & MEMBERSHIPS

Artificial Intelligence Professional Certificate (CAIPC) — Certiprof · Enterprise Design Thinking Co-Creator — IBM

Scrum Master Professional Certificate (SMPC) — Certiprof · Scrum Foundation Professional Certificate (SFPC) — Certiprof

Member, User Experience Professionals Association (UXPA)

LANGUAGES

Portuguese (Native) · English (Full Professional Proficiency) · Spanish (Conversational)