

Felipe Guimarães (Phil G.)

Senior UX / UI Product Design Leader

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SUMMARY

Senior product design leader with 17+ years of experience shipping for Fortune 500 organisations including Walmart, VMware Pivotal Labs, Microsoft, SAP, Cemex, Royal Air Force, and Kuoni Tumlare. NN/g Certified UX Master and IDEO Creative Leadership graduate. Most recently led an AI-ready design system at Kuoni Tumlare that accelerated prototyping at scale and gave the team a single source of truth LLMs could reliably emit. Specialises in shipping production-grade design at velocity, paired with senior product judgment.

CORE COMPETENCIES

Product Design · UX Research · Design Leadership · Design Systems · AI-Native Prototyping · Discovery · Service Design · Stakeholder Management · Design Ops · Figma · React · TypeScript · MDX · LLM-Assisted Prototyping (Claude Code, v0) · Workshop Facilitation · Cross-Functional Alignment · Multilingual Team Leadership (EN / PT / ES)

SELECTED IMPACT

- Kuoni Tumlare: 12-person design team across EMEA, Asia, and India. AI-ready design system. Hired 6 UX designers.
- Walmart: 120M+ monthly active users on the shopping experience.
- Cemex Go: 20,000+ enterprise users across 50+ countries.
- SAP Concur: 3-team UI / UX intake system, enterprise SaaS scale.
- Royal Air Force: secure systems for mission-critical defence workflows.

PROFESSIONAL EXPERIENCE

Lead UX / UI Product Designer · Independent Contractor

Jan 2021 – Present

Remote · Prague-based

- Kuoni Tumlare (CZ): hired 6 UX designers, led a 12-person team across Europe, Asia, and India. Built an AI-ready design system that accelerated prototyping at scale and served as a single source of truth LLM tools could reliably emit.
- Walmart (USA): led product discovery on the shopping experience used by 120M+ monthly active users. Connected customer research to business outcomes for executive review.
- OpenSC / WWF (AU): led discovery on a blockchain-backed ethical sourcing platform tracking Congo coffee from farm to cup with end-to-end traceability.
- Microsoft, HSBC, Azul, Toptal, GoodNotes, and additional Fortune 500 clients: directed UX strategy and product design across SaaS, finance, travel, and consumer verticals.

Senior Product Designer · VMware Pivotal Labs

Sep 2019 – Dec 2020

London, UK

- Drove digital transformation for the UK Royal Air Force, VMware R&D, and clients across military, sports, oil and gas, and banking sectors.
- Led cross-functional teams delivering secure systems that improved mission-critical workflows while maintaining strict security protocols.
- Built high-performing design teams, facilitated stakeholder alignment through workshops, and applied systems thinking to complex enterprise problems.

Senior Product Designer · SAP Concur

Jul 2018 – Jun 2019

Prague, Czechia

- Directed end-to-end design for the Concur mobile app, with significant improvements to user satisfaction on Expenselt and Request features.
- Set up a UX / UI request system across three mobile teams, drastically improving workflow efficiency and cross-team accountability.
- Mentored junior designers including one who secured a permanent senior position from the engagement.

EARLIER ROLES

- Senior Product Designer · Cemex Digital Transformation — Cemex Go B2B platform, 20,000+ enterprise users across 50+ countries.
- Product Designer · Microsoft Teams (Remote) · earlier engagement — 3D interface concepts for one of the world's most-used collaboration platforms.
- Founder, Head of Marketing & Product · Aela (side project, Brazil) · Dec 2015 – Present — bootstrapped design-education business to 4M+ BRL in sales, 1,000+ clients across Brazil. Built remotely from Prague.
- Earlier in-house and agency design roles · Brazil · 2009 – 2015 — full-spectrum product, brand, and digital design across multiple verticals.

EDUCATION & CERTIFICATIONS

- **Certified UX Master** — Nielsen Norman Group (NN/g)
- **Creative Leadership and Design Thinking** — IDEO
- **Enterprise Design Thinking Practitioner** — IBM
- **Sales Funnel Builder Certification** — ClickFunnels
- **Executive MBA in Marketing and Sales** — UNIBTA, Brazil
- **Bachelor's in Digital Design and Graphic Design** — Brazil

LANGUAGES

English (fluent) · Portuguese (native) · Spanish (conversational)