

Guilherme Behling

PRODUCT DESIGNER | UX/UI DESIGNER | VISUAL DESIGNER

 **Email:** behlinguilherme@gmail.com

 **Portfolio:** www.guilhermebehling.com

 **LinkedIn:** www.linkedin.com/in/guilherme-behling/

WORK EXPERIENCE

Software Mind (*outsourcing*) | Product Designer (02/2025 — Present)

I'm currently working on NerdWallet's website, contributing to major initiatives such as NerdAI, the Homepage, the Article Template, and many other high-impact experiences. A key part of my role is creating a more consistent experience across the site by unifying design patterns, strengthening visual cohesion, and elevating the quality of high-visibility pages. I also focus on improving clarity, information hierarchy, usability, and the overall user experience.

- I collaborate closely with product, engineering, content, and legal teams to refine layouts, improve readability, and ensure every component meets brand, SEO, and compliance requirements, with several initiatives still in progress before measurable results are available.

South System (*outsourcing*) | Product Designer (02/2022 — 02/2025)

I worked on Sicredi's website, revitalizing the visual design, developing new CMS layout structures, and optimizing user flows for account opening and product ordering.

- Conducted research and designed digital interfaces, improving user experience and driving significant conversion optimizations, including a 17% increase in form clicks, a 10% increase in form completion rate, and a 41% decrease in errors.
- Participated in strategic product and design meetings, creating wireframes, high-fidelity prototypes, flows, and user journeys, while leading usability tests, heuristic and benchmarking analyses, and experience and metric studies.

Dentsu World Services Brazil (*outsourcing*) | UX/UI Designer (06/2021 — 01/2022)

I designed landing pages for new products and campaigns at American Express, collaborating with marketing, product, and copywriting teams.

- Designed digital interfaces with a focus on enhancing user experience, driving conversions, and optimizing outcomes for audiences in Australia, Canada, and the United States.
- Developed wireframes and high-fidelity prototypes, while conducting heuristic evaluations, benchmarking analyses, and comprehensive user experience and performance studies.

Bannanas Design (freelancer) | UI Designer (03/2021 — 05/2021)

- Designed digital interfaces for apps, websites, and dashboards, focusing on usability and visual design, while enhancing user interactions and engagement through user-centered design and aesthetic improvements.

Thermo Star Equipamentos | Designer and Marketing Analyst (08/2019 — 02/2021)

Laboratório Lantec - UFSC (Internship) | UI Designer and Graphic Designer (05/2018 — 07/2019)

Mix Sustentável Periodical - UFSC (Internship) | Graphic Designer (03/2017 — 04/2018)

EDUCATION

From Figma to Deploy with Cursor (2026)

Online course on transforming ideas into production-ready websites using Figma, AI, Cursor, and modern development workflows.

UX Metrics 2.0 - Product Analytics (2026)

Online course covering advanced product analytics concepts, key UX metrics, user behavior analysis, event tracking, funnels, and retention.

Framer Skills (2024)

Online course on designing and building responsive, production-ready websites using Framer's no-code platform.

UI Boost (2022)

Online course focused on UI design principles, visual systems, typography, layouts, components, and interface best practices.

Design (Bachelor's Degree) | Universidade Federal de Santa Catarina (2015 — 2019)

Bachelor's degree in Design with a focus on Graphic, Digital, and Product Design, covering UX, visual design, branding, typography, and product development.

SKILLS

Languages: Portuguese (Native), English (Advanced/Professional) and Spanish (Basic).

Hard Skills: User Experience (UX), User Interface (UI), Interaction Design, Prototyping, Visual Design, User-Centered Design, Wireframing, Information Architecture, Usability Testing, Responsive Design, Design Systems, AI-Assisted Design, AI-Powered Prototyping, Rapid Experimentation with AI.

Software: Figma, Figjam, Figma Make, Claude, Cursor, Anitgravity, Sketch, Framer, Webflow, Elementor, Adobe XD, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Hotjar, Microsoft Clarity, Google Analytics, Midjourney, Google AI Studio.