## **Gustavo Henrique Gomes de Souza Melo**

UX / UI Designer | Product Designer

@ Recife, PE - Brazil

https://gustavomelo.com.br linkedin.com/in/gusshmelo contato@gustavomelo.com.br +5581991122777

With over 10 years of experience in digital product development, I work as a Product Designer focused on delivering value to both the business and its users. My main responsibility is to identify opportunities and needs, collaborating strategically with internal teams and partners to ensure that deliveries are aligned with business goals and customer expectations.

I lead research, testing, and journey mapping initiatives to uncover friction points in the user experience, helping reduce operational costs and enhance the efficiency of our product and tool development processes.

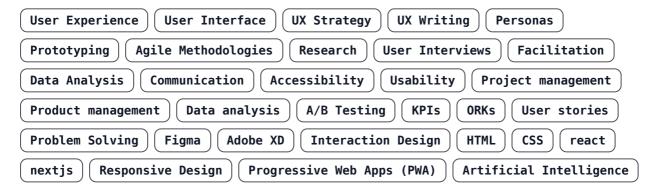
Additionally, I facilitate discovery and delivery processes, supporting the team in defining scope, prioritizing activities, and removing barriers related to usability, accessibility, and business rules—ensuring that the solutions we create are viable, desirable, and sustainable.

Professional Experience	
Lead Product Designer CERS	2022 - 2025
Product Designer CERS	2021 - 2022
Web Designer (UI Developer) CERS	2015 - 2021
Front-end Drop soluções	2013 - 2015
Front-end Faculdade Marista do Recife	2012 - 2013

Academic Experience	
Specialization in Interaction Design for Digital Artifacts CESAR School	2019 - 2020
Specialization in Web Apps Design with Front-End Technology Unibratec	2015 - 2016
Bachelor's Degree in Internet Systems Faculdade Marista do Recife	2012 - 2014

Courses and Certifications	
Course - Product Discovery	2024
Course - Product Leadership	2023
Course - Product Analytics	2023
Course - Product Management	2023
Course - UX, UI and Product Designer UX Unicórnio	2021 - 2022
Course - English SENAC Brasil	2014 - 2016

## **Skills**



# **Featured Projects**

#### **Selfmarket**

Case study on using self-service kiosks in supermarkets

Mobile

### **CERS E-commerce**

Case study on offering courses and subscriptions in the legal area and public competitions



#### Ticio.ai

Case study on structuring an artificial intelligence platform for legal petitions



## **CERS Learning Area**

Case study on structuring a teaching platform in the legal area and public competitions

Web Mobile

<sup>\*</sup> Projects description available at https://www.gustavomelo.com.br/en/projects