

# Gustavo Henrique Gomes de Souza Melo

UX / UI Designer | Product Designer

🌐 Recife, PE – Brazil

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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

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

## Academic Experience

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

## Courses and Certifications

<b>Course - Product Discovery</b> PM3	2024
<b>Course - Product Leadership</b> PM3	2023
<b>Course - Product Analytics</b> PM3	2023
<b>Course - Product Management</b> PM3	2023
<b>Course - UX, UI and Product Designer</b> UX Unicórnio	2021 - 2022
<b>Course - English</b> SENAC Brasil	2014 - 2016

## Skills

User Experience	User Interface	UX Strategy	UX Writing	Personas		
Prototyping	Agile Methodologies	Research	User Interviews	Facilitation		
Data Analysis	Communication	Accessibility	Usability	Project management		
Product management	Data analysis	A/B Testing	KPIs	ORCs	User stories	
Problem Solving	Figma	Adobe XD	Interaction Design	HTML	CSS	react
nextjs	Responsive Design	Progressive Web Apps (PWA)	Artificial Intelligence			

## Featured Projects

### Selfmarket

Case study on using self-service kiosks in supermarkets

Mobile

### Ticio.ai

Case study on structuring an artificial intelligence platform for legal petitions

Web

### CERS E-commerce

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

Web

### CERS Learning Area

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

Web

Mobile

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