

# Guilherme de Sousa Cartes Puentes

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## PROFESSIONAL SUMMARY

Product Designer and Webmaster with 15 years of experience in end-to-end digital solutions, specializing in UX, intelligent automation, and data integration. Expert in orchestrating AI workflows (LLMs), developing operational dashboards, and building scalable digital products. Strong ability to bridge technology, process analysis, and business vision to deliver measurable efficiency and high ROI.

## KEY SKILLS

- **Product Vision:** Rapid prototyping (MVP), hypothesis testing, and agile end-to-end implementation.
- **Dashboards & Data:** Creating operational dashboards integrating Odoo, Drupal, Chatwoot, PostgreSQL, and Supabase with real-time metric monitoring.
- **Prompt Engineering:** Context optimization and CRIA techniques for AI agents applied to customer service and operations.
- **DevOps & Infra:** Deploying solutions via Docker/Swarm, DNS/Traefik management, VPS curation, and API integrations.
- **Automation & Orchestration:** Developing advanced workflows in n8n integrated with LLMs (GPT, Claude, Gemini) and webhooks.

## PROFESSIONAL EXPERIENCE

### Web Solutions ETI (Own Consultancy) | Product Designer & Solutions Architect | July 2023 – Present

- **Intelligent Automation:** Built complex n8n workflows connecting APIs, LLMs, and CRMs, reducing operational load for SMEs.
- **Impact:** Delivered a **61% increase in lead recovery** and a **38% reduction in response time** via integrated chatbots.
- **End-to-End Cycle:** Led projects from Kick-off and Information Architecture (IA) to final deployment and infrastructure maintenance.

### Compasso – Uol Group | Product Designer | July 2024 – January 2025

- Focused on optimizing user experience through high-fidelity navigable prototypes and usability testing.
- Collaborated on building Accessibility (A11y) component libraries and design systems.

### Vetta.Digital – SMS Group | Mid-level Product Designer | May 2022 – May 2023

- Applied information architecture and design fundamentals to create UI components and style guides using Figma.
- Refactored Design System components and developed interactive layouts to simulate product interaction.

### JUST DIGITAL – Squadra Group | Mid-level Systems Analyst | August 2021 – February 2022

- Identified usability issues and mapped user pain points for clients such as OdontoPrev and ABInbev.
- Conducted A/B testing and continuous web development to improve overall user experience.

### IPMMI | UI/UX Product Designer | March 2018 – October 2020

- Managed Drupal and WordPress development, user monitoring reports, and functional requirements gathering.

Portfólio Interativo & Cases de Automação

Consulte mais informações no link a seguir: <https://guilherme.online.des.br/>

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## EDUCATION

- **Postgraduate in Artificial Intelligence** – FAAL (Conclusion: 12/2025)
- **B.S. in Internet Systems** – IBTA (Completion: 04/2017)

## CERTIFICATIONS & TOOLS

- **Certifications:** W3Cx Web Accessibility (WAI0.1x), UX-PM Level 2 (UX Alliance), USP Interface Design.
- **UI/UX Tools:** Figma, FigJam, HotJar, Clarity, Miro, Maze, Framer.
- **Tech Stack:** n8n, Drupal, Odoo, WordPress, Chatwoot, Docker, PostgreSQL.

## PORTFOLIO

[View Portfolio](#)

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