

GUILHERME BATISTA

Design System & Ops

+55 11 95558 6423

guilherme.psd@gmail.com

/guilherme-a-batista

About

With over 8 years of experience in digital design, I specialize in simplifying complexity and translating strategic vision into intuitive products. My career includes roles as a Product Designer at leading companies such as Mercado Livre, PicPay, Banco BMG, and Accenture, collaborating directly with technical, business, and creative teams.

I have a strong focus on Design Systems, UX Strategy, and Figma, specializing in component governance, design token architecture, and product scalability. Beyond designing interfaces, I aim to optimize workflows for cross-functional teams, ensuring operational efficiency and delivering real value to the end user.

Key Projects & Contributions

BMG Design System: Led the development and evolution of a component library that improved consistency and reduced design and development time.

Scalable Component Development: Facilitated blueprint sessions and decision-making to ensure cross-team alignment.

MVP Delivery Under Pressure: Helped build the BMG Chip MVP under tight deadlines through strategic prioritization.

Strategic Adoption: Implemented an internal education approach that increased Design System adoption throughout the company.

Core Skills

Design Systems

Component architecture, UI patterns, governance, versioning.

Tools

Figma (advanced), FigJam, Storybook, Zeroheight, Notion.

IA Tools

Claude, Uizard, Miro Assist, Neurons, ChatGPT, MonkeyLearn, Galileo AI, Attention Insight, Visily.

UX Strategy

Discovery, MVP definition, prototyping, stakeholder collaboration.

Documentation

Structured guidelines, taxonomy, information architecture.

Interaction & Interface Design

Pixel-perfect execution, usability, WCAG accessibility.

Mentoring & Facilitation

Workshops, cross-team collaboration, design culture building.

Experiences

- Mercado Livre**
11/2024 - 07/2025 • SSr Product Designer
- PicPay**
02/2024 - 11/2024 • Senior Product Designer
- Banco BMG**
09/2022 - 02/2024 • Design System & Ops

Education

- Student exchange to Ireland**
2025-2026
- Cultura inglesa**
2024-2025 • English School
- Meiuca Design**
2020-2020 • Design System & Ops
- Mergo User Experience**
2019-2019 • UX Design
- Centro Universitário Belas Artes**
2016-2019 • Bachelor's Degree in Graphic Design

Languages

Portuguese | English | Spanish