



Hi, I'm Gui Albuquerque 🙋

Senior Product Designer focused on intuitive and accessible user interfaces to empower businesses

I've been shipping digital experiences with multicultural teams for 15 years – including AAA games, internal tools/dashboards, market-leading apps & websites, and design systems.

Gui Albuquerque

🗣️ Pronounces like the gui on **guitar**.

😊 Brazil on 8 Oct 1987

🏠 London, UK

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🌐 in/guialbuquerque

Portfolio

📁 gui.co

Skills

User-focused
Data analytic
Product Mindset
Process-oriented
Development aware
Problem solver

Soft Skills

Empath
Open communication
Innovative thinking
Flexible
Self-driven

Languages (CEFR)

English (C2)
Spanish (B1)
Portuguese (native)

Standards

Agile
Design Systems
User Testing
UX Research
Competitive analysis
Cognitive walkthroughs

Tools: Figma, Adobe Suite, Jira, Confluence, Sketch, Miro, Notion...

RELEVANT EXPERIENCE

EPIC GAMES / Senior UX Designer

🎮 Jul 2022 - Dec 2023 · London, United Kingdom

Joined the Mediatonic team inside of Epic Games, responsible for Fall Guys. I've worked with Game Designers, Producers, UI Artists, and Tech Artists to create new game modes, QoL improvements, gameplay mechanics, and the creative mode (UGC).

Our day-to-day work involves creating low and high-fidelity prototyping for validation with players through UX Research, playtests, and stakeholder alignment. I was also responsible for creating and maintaining the Fall Guys Design System, supporting all platforms.

KAZOO GAMES / Lead UX Designer

🎮 Nov 2021 - Jul 2022 · Remote to CA, USA

A company funded by the publisher Garena focused on casual and mid-core mobile games. Directly reporting to the CEOs, I was responsible for the UX of an unreleased mobile title, working closely with Game Designers, UI Artists, 2D/3D Artists, and Developers.

VOLKSWAGEN / Senior Product Designer

🚗 Feb 2021 - Nov 2021 · Lisbon, Portugal

One of the Software Development Centers of the Volkswagen Group is in Lisbon, which creates digital products focused on innovation for the group brands: VW, Audi, Seat, Porsche, and others.

I've worked on a team responsible for the onboarding journey of a new car buyer in Europe – from the dealership portal to the car mobile app and in-car HUD, and a project that created a tool to deploy and manage applications for the thousands of VW's development teams around the globe.

WILDLIFE STUDIOS / Lead UI/UX Designer

🎮 Jul 2018 - Jan 2021 · São Paulo, Brazil

As Lead for Tennis Clash and Suspects, I was in charge of ensuring all designers on this project had all they needed, ensuring product alignment, and reporting to management on team allocation.

Took care of general design consistency and maintained the project's Design System. That includes organizing, facilitating, and documenting the process and team dynamics. Hands-on creating Wireframes, User flows, UI / Visual Design, and Implementation on engine (Unity).

BOOKING.COM / UX Designer

🏠 Mar 2015 - May 2018 · Amsterdam, Netherlands

Booking.com is the world's most significant accommodation service. As a UX designer, I worked on conversion-focused teams, internal tools, and App teams. I receive data from data scientists and user research, create mockups, design, code them, test with a lot of A/B Testing and qualitative testing, analyze data, and implement.

Older positions include OLX (e-commerce), Folha de S.Paulo (news media), and smaller companies. My entire career experience can be checked on my LinkedIn: [linkedin.com/in/guialbuquerque](https://www.linkedin.com/in/guialbuquerque)