كيف حالك

Oi, tudo bem?

My name is **Guilherme Rodrigues**,

but you can call me **Guil** (say: Geel)

With more than 20 years of experience in the digital field, Guil has worked in multiple industries, transforming businesses, driving growth and adding value to both customers and organizations by using technology, design thinking and a customer-centric approach.

Educational background

2020 **Post Graduate Innovation and Design Thinking**
🎓 Emeritus
📍 Online

2009 **Bachelor Information Systems**
🎓 Faculdade Dom Bosco
📍 Porto Alegre - RS, Brazil

2002 **Technics Informatics**
🎓 Escola Técnica Santo Inácio
📍 Porto Alegre - RS, Brazil

Languages

PORTUGUESE

ENGLISH

SPANISH

ITALIAN

Membership @ *Interaction Design Foundation*

Main Courses

2024 Leading AI and Digital Transformation @ *INSEAD*

2023 Cultivating Creative Collaboration @ *IDEOU*

2022 Disruptive Strategy @ *Harvard Business School Online*

2016 Human-Computer Interaction - HCI @ *Interaction Design Foundation*

My Skills

#Digital Transformation   #User testing   **#Customer Experience** #Leadership   #CMS   #CSS   #NPS   #UI

#Design thinking   **#User experience**   **#Agile/Scrum**   #Maze.Design   **#Rapid prototyping**   #HTML   #VoC

#Innovation   #Javascript   #Analytics   #Figma   **#User testing**   #Research   #Customer Journey

PUBLIC INVESTMENT FUND | **RIYADH - KSA** FROM JUNE 2022 TO PRESENT

SENIOR VP DIGITAL EXPERIENCES AND PLATFORMS

2.5 YEARS

The Public Investment Fund (PIF) is Saudi Arabia's sovereign wealth fund. PIF aims to be a global investment powerhouse and the world's most impactful investor, enabling the creation of new sectors and opportunities that will shape the future global economy while driving the economic transformation of KSA. At the Fund, I'm leading a team of experts on digital platforms to leverage its digital presence and the organization's capabilities to communicate online with its target audience. We carefully select and enable platforms for PIF, exploring and deploying modern technologies such as the metaverse. Other platforms such as CDP to extend marketing capabilities and user experiences.

FIRST ABU DHABI BANK | **ABU DHABI - UAE** FROM JUNE 2018 TO APRIL 2022

AVP Customer Experience and Design

+3 YEARS

First Abu Dhabi Bank (FAB) is the UAE's largest bank and one of the world's largest financial institutions. Highlighted in the Global Finance Report of 2017, FAB is ranked among the top 50 safest banks globally. At the bank, I led the customer experience and design for payit, the UAE's first fully-featured digital wallet. I was responsible for driving significant improvements by implementing a customer-first mindset and user-centered design approach within the team. Furthermore, I led the findings of customer needs in both B2C and B2B areas by designing comprehensive customer journeys and implementing frameworks for user feedback, such as user reviews, Voice of the Customer (VoC), and Net Promoter Score (NPS) and email response automations using UI Path (RPA) . This strategic approach successfully raised the app's ratings from 3.5 to 4.5 within 30 days. On the design front, I established and guided the process that we followed to craft the UX and design for the app, adhering to a design thinking methodology with a streamlined process of research, building, and testing.

ETISALAT | **DUBAI - UAE** FROM SEPTEMBER 2016 TO MAY 2018

Manager User Experience & Operations

1.8 YEARS

Most valuable brand in 2017 and presented in 16 countries, Etisalat is the biggest Telecom in the UAE. There, I managed all the operations of a multidisciplinary team of service, interaction and visual designers, content strategists, and creative technologists. Formed of 42 colleagues, the Etisalat Design Studio was committed to researching, designing, and delivering strategies and compelling user experiences from digital to retail. Our latest projects were the loyalty program app Smiles (4.3 stars Google Play and 4.6 App Store) with nearly 1,2 million users and the Digital Transformation project, which included the revamp of the etisalat.ae website and e-commerce, the My Etisalat mobile app and the Etisalat Payment Machines (EPM).

EOV MEDIA | **DUBAI - UAE** FROM OCTOBER 2014 TO MAY 2016

Partner and UX Designer

1.7 YEARS

EOV is a Dubai digital marketing company founded by two Emiratis in 2008. In 2014, I joined EOV as a partner and Head of UX design. As our projects evolved, my responsibility was to brief and coordinate the internal team, suppliers, and remote freelancers, sending requirements and following up on activities. I also handled multiple accounts, visited clients, and worked closely with decision-makers to propose new solutions for their businesses. My duties included prototyping new ideas and running workshops with clients. During my time at EOV, we handled premium accounts like the Ministry of Finance, Dubai SME, Hamdan Innovation Incubator, Abu Dhabi Pension Fund and the entire marketing account of eDirham.

EMARATECH | **DUBAI - UAE**

FROM JUNE 2012 TO SEPTEMBER 2014

Lead User Experience

2.3 YEARS

emaratech is a semi-government company owned by the Investment Corporation of Dubai. It's one of the UAE's leading technology and management consulting companies in the region. I joined emaratech as an Information Architect, and in about nine months, I was promoted to UX Lead. There, I led a team of information architects, designers, and front-end developers, and through design thinking, we created multiple solutions for key government organizations in Dubai. One of our most significant achievements was proposing a new design and experience for the Dubai SmartGate, in which we worked together with the Dubai Airports and technical suppliers to research, understand, and provide a desirable, viable, and feasible solution. This concept was the foundation for today's existing Dubai Smart Gate deployed in the airport.

HEWLETT PACKARD | **PORTO ALEGRE - BRAZIL**

FROM APRIL 2011 TO DECEMBER 2011

Software designer

8 MONTHS

American multinational information technology enterprise Hewlett Packard is one of the world's iconic tech companies. The R&D division has many branches across the globe, and in Brazil, I had the opportunity to work with a highly skilled team of engineers, designers, marketers and product managers. I came to fulfil a User Experience Designer role, working with an agile team of 8 cross-functional colleagues. One of my main activities was discussing new features with product managers and prototyping these features using the same front-end platform of the product before those were implemented. Thus, we validated and promoted changes to the requirements before they were passed to the development team, saving costs and speeding up development by nearly 50%.

TOTVS/SA | **PORTO ALEGRE - BRAZIL**

FROM SEPTEMBER 2009 TO DECEMBER 2010

User Interface Specialist

1.3 YEARS

Brazilian technology company TOTVS specializes in developing business solutions for players of all sizes. I've joined TOTVS to be part of the development team responsible for the ERP for the Healthcare sector. I started as a C# developer, and in a couple of months, I've been challenged to change the whole ERP web interface to the new digital identity created by the marketing team. The entire task took one month, which meant turning around 3500 screens. Getting closer to user interface development opened up an opportunity to engage Business Analysts and work closely with them on refining requirements. Moreover, creating prototypes and flows allowed clients to visualize concepts and participate in problem-solving, cutting development costs and requirements gathering time from analysts.

CONCEITOWEB | **PORTO ALEGRE - BRAZIL**

FROM DECEMBER 2006 TO AUGUST 2009

System Analyst and Operations Manager

2.8 YEARS

ConceitoWeb was a web development boutique, website hosting and digital solution provider for small and medium companies. At Conceitoweb, I was responsible for planning and modelling e-commerce and back-office web systems using VB.NET/Sql Server with a team of VB.NET developers, front-end developers, and Database analysts. Apart from collecting requirements from the management, I also reported directly to them regarding the operations, team allocation and project statuses.

NTCONSULT | **PORTO ALEGRE - BRAZIL**

FROM AUGUST 2006 TO NOVEMBER 2006

Trainee - Software developer

3 MONTHS

NTConsult is a Brazilian IT Consulting firm established in 2003, focusing on the Public Sector and Financial Institutions. At NT, I joined as a trainee, and my responsibility was to develop new features for the government management system product using Visual Studio 2005 (VB.Net) and SQL Server.

EASY WEB | **PORTO ALEGRE - BRAZIL**

FROM AUGUST 2003 TO FEBRUARY 2004

Trainee - Web Master

6 MONTHS

Founded by two university colleagues, Easy Web was a website boutique focused on creating interactive websites and custom content management systems. I joined as a trainee and worked in two areas: Web Design and Web Development. I had the chance to learn and explore design and development, focusing more on PHP and back-end development for custom content management systems.