

Hello! My name is Guilherme Lencin, brazilian product designer living in Berlin. In the past 10 years I've been helping companies with digital transformation using design thinking and outcome driven design to shape services and products for worldwide companies.

MY TIME LINE.

Foodics LLC - Berlin / Riyadh / Amsterdam

Product Design Manager • 2022 - Present

I lead a team of 4 designers at Foodics in one of 3 tracks. My responsibilities include managing the Foodics Ecosystem (Fintech, White Labels, and B2B products), driving design vision and team culture, improving processes, creating roadmaps and OKRs for design, and collaborating with the Head of Design, Product Directors, and Marketing Managers to shape Foodics' brand strategy.

Flink SE - Berlin, Germany

Product Design Lead • 2021 - 2022

As a hands-on Lead Product Designer on the HubTech (Warehouse Operations) team, I manage a team of three designers. My role involves aligning priorities with stakeholders and guiding the team to deliver impactful solutions for Flink's operations. We use the "jobs to be done" approach and design thinking principles to simplify complex logistics processes.

shyftplan GmbH - Berlin, Germany

Senior Product Designer • 2018 - 2021

shyftplan is a SaaS product, and delivers automation solutions for the shift scheduling process such as shift planning, absences, time tracking, and payroll. As a Product Designer, I helped the company shaping solutions holding the process end-to-end from the discovery to the final UI delivery.

Hero99 - Curitiba, Brasil

Product / Service Designer • 2015 - 2018

hotelja.com - Curitiba, Brasil

Product Designer / Co-Founder • 2014 - 2015

Agência FOG - Curitiba, Brasil

Art Director • 2015

Tif comunicação - Curitiba, Brasil

Art Director • 2014

BPM Comunicação - Curitiba, Brasil

Art Director • 2012 - 2014

MgLuc Marketing - Curitiba, Brasil

Interaction Designer Internship • 2008 - 2009

EDUCATION.

Bachelor Degree, Pontifical Catholic University of Paraná

Communication & Arts

Interaction Design Foundation

UX Management: Strategy & Tactics

Interaction Design Foundation

UX Research: Methods & Best Practices