GUILHERME MUEZERIE

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SUMMARY

User Researcher with a background in social and cognitive psychology. Experienced in qualitative and quantitative methods, from generative discovery to evaluative usability testing, helping cross-functional teams build evidence-based products. Skilled in translating complex user insights into product and business impact across international markets. Thrives in collaborating with cross functional/matrixed teams in fast-paced environments.

Check my portfolio at https://gmuezerie.com

WORK EXPERIENCE

Labrys, **Research Manager** *- Jan 2025 - Present*

In this new business in the publishing sector, I helped the founders take the company from 0 to 1. Main contributions:
- Uncovered promising business opportunities with generative research that led to the creation of an MVP, in-depth interviews to assess product market fit that de-risk investment in software development and integrated usability tests outputs into product design decisions, which led to the acquisition of the companies first users.
- Used secondary market data, defined a user-centred product design strategy and product roadmap, creating alignment with user needs and business goals;
- Led usability tests to validate the company's branding and messaging strategy that defined the company's positioning;

UNESCO, **Research assistant** *- Sep 2024 - Nov 2024*

Policy research contract work for UNESCO
- Defined data collection methods from field studies and organised data models, ensuring research accuracy and trustworthiness;
- Led the analysis of qualitative and quantitative data, generating insights for policy makers and academic literature;
- Co-authored research paper presented at the 18th G20 Summit in Rio de Janeiro in 2024 for world leaders.

Dojo, **UX Researcher** *- 2021 - 2023*

At dojo, my role was to help a team of 40+ people (4 squads) of Product managers, product designers, developers and marketers know what features to build next. My main contributions were:
- Led primary generative research to guide product design. Influenced product roadmap and feature launches, which led to improved product satisfaction metrics;
- Conducted usability tests to identify UX friction in onboarding, improving conversion rates by

20%;
- Partnered with design and product teams to align UX findings with strategy and market positioning, enhancing overall user experience;
- Mentored junior team members.

Nubank, **UX researcher** - _2016 - 2021_

At Nubank, I worked for several different product teams across Brazil and Colombia, helping them run research that uncovered customer pains, needs and behaviours, ultimately leading to better product design strategies and generating business value. Main contributions per product:
- Personal Loans: ran generative research to understand customer segments and its needs, that led to the definition of product strategy and key product features; achieved market share leadership and highest product satisfaction in the sector;
- Credit Card: ran generative research to understand user behaviours, leading to customer journey mappings that influenced winning marketing strategies;
- Rewards product: used secondary data to help the team understand points of friction and problems in value proposition and launch churn prevention features;
- SMBs credit card and checking: ran generative research to understand customer needs and pain points with B2B financial products, leading to successful product launches and roadmap definition;

EDUCATION

MEDICAL SCIENCES SCHOOL OF SÃO PAULO	_LONDON SCHOOL OF ECONOMICS - LSE_	_SÃO PAULO UNIVERSITY (USP)_
Master of Neuroscience in education	_Master of Social Psychology_	_Bachelor of Communications_
2025 - Present	_2023 - 2024_	_2010 - 2015_

LICENSES & CERTIFICATIONS

Professional Certificate in User Research
UX DESIGN INSTITUTE • 2025 - Present

UX & Product design
Dribbble • Issued Jan 2022

DEVELOPED SKILLS & METHODS

Research methods:

mixed methods - ethnography - in depth interviews - usability testing - survey & survey design - A/B testing - experiments - card sorting - contextual inquiry

Data analysis:

survey analysis - thematic analysis - grounded theory - qualitative coding - data triangulation - user experience metrics - storytelling - statistical analysis and methods - SQL - python - journey mapping - personas

Collaboration and leadership:

co-design workshops - product discovery - mentoring - research roadmaps - prioritisation