HERCULES JUVER

Product Designer · AI-Native Product Designer · 8+ Apps Shipped

Email: herculesjuver@gmail.com
Phone: +44 7706 911920
Portfolio: herculesdesigns.org/apps
LinkedIn: linkedin.com/in/herculesjuver

PROFESSIONAL SUMMARY

Product Designer with 4+ years designing and shipping digital products across mobile, web, AI, and internal systems. I take products from discovery and user research through UX strategy, interface design, prototyping, and AI-assisted implementation. I've shipped 8+ apps to the App Store and Google Play, improved onboarding by 30%, reduced operational workflow errors by 30%, and designed AI-powered experiences for knowledge, decision-making, and wellbeing.

SELECTED IMPACT

- Shipped 8+ mobile applications to the App Store and Google Play.
- Reduced onboarding time by 30% through UX redesign.
- Reduced operational workflow errors by 30% across systems used by 30+ staff members.
- Led the first CRM implementation replacing manual workflows with automated systems.
- Designed AI-powered products for semantic search, conversational UX, and decision support.

CORE SKILLS

Product Design Product Strategy · User Research · Information Architecture · Interaction Design · Prototyping

AI Product Design Conversational AI UX · Prompt Design · AI-assisted Product Development · AI Experience Design

Tools Figma · React Native · Cursor · OpenAI API · Supabase · Adobe Creative Suite

Ways of Working Agile · Product Discovery · Stakeholder Collaboration · Cross-functional Leadership

PROFESSIONAL EXPERIENCE

Product Designer & UX Lead

Manjushri Kadampa Meditation Centre, United Kingdom | Aug 2022 – Aug 2025

- Identified and led the organisation's first meditation app from discovery through UX strategy, prototyping, and stakeholder alignment.
- Conducted user research and workflow analysis across 30+ staff members, reducing manual errors by 30%.
- Designed a mobile-first booking experience that improved staff and visitor flows.
- Standardised digital systems, documentation, and operational workflows across multiple teams.
- Collaborated with product, operations, and organisational stakeholders using Agile practices.

Product & CRM Designer

Philozon, Brazil | Jun 2020 – Jan 2022

- Led the company's first CRM implementation, replacing spreadsheet workflows with automated operational systems.
- Mapped business processes and designed information architecture for commercial teams.
- Coordinated website redesign and digital customer journeys with cross-functional stakeholders.
- Supported digital campaigns that contributed to a 40% increase in sales.

PROFESSIONAL EXPERIENCE (CONTINUED)

Senior Brand & Visual Designer

Oral Unic Franchising, Brazil | Feb 2022 – Jul 2022 · Temporary contract

- Temporary contract focused on implementing the company's branding transition, delivering a unified brand system adopted across 400+ franchise locations.
- Created website experiences and digital communications that increased engagement and leads by 11%.
- Built reusable design assets and campaign templates for nationwide marketing initiatives.

Shipping Operations & Customer Service Assistant

Hamburg Süd, Brazil | May 2018 – Dec 2018

- Supported international shipping operations and customer service across European export routes.
- Managed logistics documentation and collaborated with operational teams in a fast-paced environment.

SELECTED PRODUCTS

Product design + AI-assisted build · Shipped apps & AI products · herculesdesigns.org/apps

Gutly — AI-powered decision-making app for iOS and Android. Product strategy, UX, conversational AI, and React Native delivery — gutly.tech

Dharma Sky — AI knowledge platform indexing 1,000+ transcripts with semantic search and topic exploration — herculesdesigns.org/case-studies/dharma-sky

Daily Kind — Habit-building mobile app designed and shipped from discovery through release — herculesdesigns.org/daily-kind

Living Meditation — Meditation app concept validated through UX research and interactive prototyping — herculesdesigns.org/projects/living-meditation-v1

EDUCATION

Google UX Design Certificate 2022

UX & Interaction Design 2021
Interaction Design Foundation

BA International Relations
Universidade do Vale do Itajaí (UNIVALI)

LANGUAGES

Portuguese Native

English Fluent (Professional Working Proficiency)

Spanish Conversational