

HERCULES JUVER

Product Designer · AI Product Builder

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PROFILE

Experienced Product Designer who has evolved into an AI-native product builder—taking digital products from problem framing through research, UX strategy, interface design, prototyping, and **AI-assisted development** to shipped release. I bridge design, product, and technology: designing AI-powered experiences and independently building working products for App Store and web. 4+ years shipping user-centred systems with measurable impact on onboarding, workflows, and engagement.

Open to remote and hybrid Product Designer, AI Product Designer, AI UX Designer, and Product Designer / Builder roles

CORE SKILLS

Product Strategy · UX Strategy · User Research · Usability Testing · Information Architecture · Interaction Design · Prototyping · Product Discovery · UI Design · Visual Design · Design Systems · Accessibility (WCAG) · Responsive Design · Brand Systems · React · React Native · Next.js · TypeScript · HTML · CSS · AI-assisted development · AI-assisted tools · AI-powered product design · AI UX · Conversational AI UX · AI product workflows · Agile · Stakeholder Collaboration · Cross-functional Leadership · Product Delivery

PROFESSIONAL EXPERIENCE

UX Designer & Project Lead

Manjushri Kadampa Meditation Centre, UK | 2024 – 2025

- Spotted a product opportunity and owned the first meditation app end to end—from framing and UX strategy to interactive prototypes and stakeholder alignment.
- Cut onboarding time by 30% through clearer flows validated with user testing.
- Led a cross-functional team of 6 through Agile sprints, keeping design decisions tied to organisational goals.
- Increased projected engagement by 25% by aligning product UX with how members actually use the experience.

Software / UX Designer

Manjushri Kadampa Meditation Centre, UK | Aug 2022 – Aug 2025

- Ran user research and workflow analysis for 30+ staff, reducing errors and manual input by 30%.
- Redesigned internal digital identity and standardised back-office processes and documentation so systems stayed consistent.
- Designed a mobile-friendly booking interface that reduced friction in day-to-day staff and visitor flows.
- Worked across product, operations, and stakeholders to improve digital systems beyond surface UI.

Brand & Graphic Designer

Oral Unic, Brazil | Feb – Jul 2022

- Built a brand and visual system adopted across 400+ branches—scaling consistency for a large multi-location network.
- Designed website and digital communication that lifted online engagement and leads by 11%.
- Created a marketing design system used in 20+ campaigns, reducing one-off design drift.

Designer · CRM · Marketing Coordinator

Philozon, Brazil | Jun 2020 – Jan 2022

- Led digital campaigns that increased sales by 40%, connecting design decisions to commercial outcomes.
- Implemented the organisation's first CRM and automations that replaced Excel workflows—practical digital transformation.

- Coordinated a website project and led a team of 7 through a management transition.

SELECTED PRODUCTS

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

Dharma Sky — AI-powered knowledge system · Private app · 1000+ transcripts · Product design + AI-assisted tools herculesdesigns.org/case-studies/dharma-sky

Gutly — Decision-support / clarity · App Store & Google Play · Product design + AI-assisted development + conversational AI UX gutly.tech

Daily Kind — Habit product · App Store & Google Play · Product design + AI-assisted development herculesdesigns.org/daily-kind

Verissimo Coaching — Full website herculesdesigns.org/projects/verissimo-coaching-website

Living Meditation V1 — UX herculesdesigns.org/projects/living-meditation-v1

Meditate in MCR — Branding herculesdesigns.org/projects/meditate-in-mcr

Logotypes — Graphic herculesdesigns.org/projects/logotypes

ENTREPRENEURIAL & VOLUNTEERING

Mobile applications Piccolo Studio, UK | 2025 – 2026

Rebrand and web design KMC Manchester, UK | Jun – Oct 2025

Community & environmental work Tara IKRC, UK | 2023 – 2024

Meditation teacher course Manjushri Kadampa Meditation Centre, UK | Feb – Aug 2023

Swimwear brand Eros Praia, Brazil | 2019 – 2023

EDUCATION & CERTIFICATIONS

BA International Relations 2012 – 2016
UNIVALI

UX Design Certificate 2022
Google

UX & Interaction Design 2021
Interaction Design Foundation (IxDF)

LANGUAGES

Brazilian Portuguese Native

English Fluent

Spanish Conversational