

JOÃO GUILHERME MUNHOZ MALUF

EMAIL jgmaluf@icloud.com
LINKEDIN [in/jgmaluf](https://www.linkedin.com/in/jgmaluf)
BEHANCE [behance.net/jgfx](https://www.behance.net/jgfx)
GITHUB github.com/jg0dz

BRAND & PRODUCT DESIGNER · CREATIVE ENGINEER

PORTFOLIO jgmaluf.com

PROFILE

I started in art direction and brand identity, and over **15 years** I expanded my craft into digital product and design systems. Today I'm extending into creative engineering: creative coding and AI workflows. My edge is the combination: a senior art director's eye, a product mindset and the technical ability to go beyond the prototype and ship it. What I learned in branding became a tool in product: discovery, interface, usability testing and metric-driven iteration. I've led teams, mentored junior designers and worked across private companies, agencies and public institutions.

EXPERIENCE

2010 - PRESENT

2024 - PRESENT
REMOTE

MARKAB STUDIO FOUNDER & HEAD OF CREATIVE

- **Telemetry dashboard (Track7 Meet360), product redesign.** Heuristic discovery, new information architecture and UI, technical validation. Delivered a **100** accessibility score and a **297ms** LCP to the client, with operational reading in seconds.
- **MyScore app, rebrand and redesign proposal.** Rebuilt the identity and designed the flows and screens of the new experience. Product proposal, not published to stores.
- **AI-assisted design pipeline.** Integrated Figma, Claude Code and MCPs to test more hypotheses per cycle, orchestrating specialized agents under my product judgment.

01/2025 - 06/2025
SOLAR ENERGY

VOLT TECNOLOGIA DESIGN LEAD · Product Marketing Manager

- **Interactive game (web/app) as a trade-show activation.** From concept to build, validated in usability testing with the internal team before launch. Running on a big screen, it became the booth's main draw and a brand reference in the sector.
- **Mentored a junior designer.** Set up decision and review criteria until she gained autonomy, leaving clear review standards in place for the team.
- Led design across the whole operation and prototyped internal products together with engineering.

08/2022 - 04/2024
POUSO ALEGRE,
BRAZIL

TRACK7 BRAND DESIGN MANAGER · telemetry

- **Power BI dashboards redesign.** Ran usability testing with internal users, found the pain was cognitive and redesigned for clarity. Faster reading, less rework.
- **Digital content journey iterated by metrics:** **+30%** traffic and **+25%** followers in the period.
- Stakeholder discovery during the cycle when the company was recognized by MiX Telematics as a world leader in telemetry (120+ countries).

06/2021 - 06/2022
CUIABÁ, BRAZIL

GRUPO SCHEFFER VISUAL DESIGNER · Brand Guardian

- **Brand guardian in the rebranding led by Ana Couto Branding (RJ).** Reviewed, approved and implemented the project, ensuring adherence to the brand system across every touchpoint.

EARLIER

2019 - 2021

TJMT · COURT OF JUSTICE OF MATO GROSSO - Designer, Digital & Communications. Visual identity, campaigns and audience research in social projects.

2017 - 2018

HOUND BRASIL - Designer · Art Direction (agency). Co-creation, storyboards and moodboards, brand guidelines.

2013 - 2016

FIEMT - Advertising Analyst. Developed integrated campaigns through desk research and sector benchmarking.

2010 - 2013

QBRAND · BARRADAS - Designer · Art Direction. Started in a full-service agency: identities, collateral and TV storyboards.

SKILLS

DESIGN

UX/UI DESIGN WIREFRAMING
PROTOTYPING USER RESEARCH
DESK RESEARCH USABILITY TESTING
USER FLOW USER JOURNEY
INFORMATION ARCHITECTURE
DESIGN SYSTEMS BRAND IDENTITY
ART DIRECTION

METHODS

USER-CENTERED DESIGN DESIGN THINKING
DOUBLE DIAMOND CONTINUOUS DISCOVERY
WORKSHOPS · CO-CREATION
METRIC-DRIVEN ITERATION

TOOLS

FIGMA FIGJAM ADOBE CS
AFTER EFFECTS PREMIERE DAVINCI
CLAUDE CODE MCP SERVERS HTML/CSS
GIT

COURSES

- **Generative AI: The Future of UX/UI Design**
- **Advanced Management Coaching** · Leadership & Management
- **Branding & Customer Experience**
- **Digital Intelligence & Marketing Strategy**

MORE

EDUCATION ·
LANGUAGES ·
HIGHLIGHTS

EDUCATION

Postgraduate · Higher Education Teaching
Faculdades Integradas de Cuiabá · 2014
B.A. Communications · Advertising
UNIRONDON · 2008 - 2011

LANGUAGES

Portuguese native
English advanced

HIGHLIGHTS

2nd place · Netshoes Contest (2014 World Cup).
8th Print Creation Award · piece on accessibility (2011).