

GLAUCO LUCENA

Senior Product Designer | UX/UI | AI-Built Products

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SUMMARY

Senior Product Designer with 17 years in design. Co-founder and Product Designer at GoBraids, a booking app for hair braiders, designed from 15+ interviews and a usability study with 20 participants and opened to the public in September 2026. Builds with AI, from coded prototypes to production systems: designed and built the ERP of Manush Studio, the studio he co-founded in 2026, with Claude Code. Independent client work since 2019, grounded in information architecture (instructional design, 2011–2016), websites, and brand identity.

SKILLS

Product Design · UX/UI Design · User Research · Usability Testing · Information Architecture · User Flows · Wireframing · Prototyping · Design Systems · Mobile-First Design · Accessibility · AI-Built Products · Websites & Landing Pages · Brand Identity

TOOLS & CODE

Design: Figma, FigJam, Framer, Photoshop, Illustrator, InDesign; Research: interviews, usability testing, Maze, Miro; Code: HTML, CSS, JavaScript, React, PHP, MySQL, WordPress, Elementor, Asaas API; AI: Claude Code, Codex, MCP (Model Context Protocol), AI agents

EXPERIENCE

GOBRAIDS — REMOTE

Co-founder & Product Designer | May 2024 – Present

Scheduling and professional profile app for hair braiders. Three co-founders; responsible for product and digital marketing. Launched to a group of users in January 2026 and opened to the public in September 2026; MVP built with a team of about 10 designers and developers.

- Ran the product research: 15+ interviews with braiders and a usability study with 20 participants, in remote and in-person sessions.
- Benchmarked 5 competitors (Salão99, Trinks, Programa Salão, EasySalon, Gendo); the gap between them defined the app's positioning.
- Mapped the sitemap with the other co-founders, split the client and braider journeys, and designed the brand, the mobile-first design system, and a prototype covering every screen state.
- After a round of user testing, the team threw out three weeks of work on the booking flow.

MANUSH STUDIO — FOZ DO IGUAÇU, BRAZIL · REMOTE

Founding Partner, Product, Digital Experience & Applied AI | Jun 2026 – Present

Studio I co-founded in 2026 with a business partner; it took over part of Drapo Studio's clients and work. Strategy, branding, websites, and applied AI for clients in Brazil, Paraguay, and the US, mostly on subscription plans.

- Designed and built the Manush ERP solo with AI (Claude Code): architecture, screens, UX/UI, and code (HTML, CSS, PHP, MySQL). Client portal for invoices, payment slips, and service requests, with payments through the Asaas API. In use by the studio's clients.
- Lead the studio's Applied AI practice (AI agents, automation, and AI-powered systems), launched in October 2026.
- Websites, landing pages, and brands for the studio's clients.

DRAPO STUDIO — REMOTE

UX/UI & Web Designer (own studio) | Nov 2019 – May 2026

- My one-person studio: websites and landing pages in WordPress and Elementor for direct clients, from information architecture to the live site.
- Designed brand identities for service businesses; 9 are featured in the portfolio (2021–2024).
- In 2026, part of the clients and work moved to Manush Studio.

SOUJUNIOR LABS (BORA RACHAR PROJECT) — REMOTE

Product Designer & Design Team Lead (Volunteer) | Sep 2023 – Oct 2024

- Led the design team from research to high-fidelity prototype of an expense-splitting app; unmoderated study with 113 participants.
- The design team found that splitting streaming subscriptions ran into the platforms' rules; the scope moved to general expenses before development.

AGÊNCIA LIFE — BELO HORIZONTE, BRAZIL

Art Director | Nov 2021 – Feb 2022

- Art direction for digital and branding campaigns; assets for websites and landing pages.

SOMOS EDUCAÇÃO — BELO HORIZONTE, BRAZIL

Digital Designer | Apr 2018 – Aug 2019

- Landing pages, email marketing, and ads (Google Ads and social media) for inbound marketing campaigns; mentored junior designers and interns.

VOKE (FORMERLY MICROCITY) — NOVA LIMA, BRAZIL

Instructional Designer | Aug 2011 – Dec 2016

- Information architecture, navigation flows, and interfaces for corporate e-learning courses; managed the LMS using engagement and performance data; produced video lessons and animations.

Earlier experience (2009–2011): editorial design at Casa de Editoração e Arte and production art at Copiar, in Belo Horizonte.

EDUCATION

Postgraduate Specialization in Visual Arts — UFMG (Federal University of Minas Gerais), Belo Horizonte, Brazil | 2012–2013

Technologist Degree in Graphic Design (undergraduate) — UNI-BH, Belo Horizonte, Brazil | 2008–2009

General English Program (study abroad) — ICOT, Dublin, Ireland | 2017

CERTIFICATIONS

Google UX Design Professional Certificate — Coursera (Oct 2023)

UX Design Heuristics — Origamid (Apr 2023)

User Experience — FIAP (Feb 2023)

Pro Figma — Udemy (Feb 2023)

Advanced UI Design — Origamid (Nov 2022)

LANGUAGES

Portuguese (native) · Spanish (advanced) · English (intermediate)