

Guilherme Rohden

AI Product Designer & Engineer

Itapema, SC, Brazil · Luxembourg and Brazilian citizen, right to work anywhere in the EU · Open to remote work or relocation (EU, US)
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SUMMARY

AI product designer and engineer who designed, built and launched HYVIRAL alone: a video and content toolkit that people's own AI agents drive over MCP, with 82 tools, a video renderer, and Stripe billing. Live at hyviral.com since 8 October 2026.

I design, specify, direct, review and ship. AI coding agents write the code under my review, gated by specifications and guidelines, fresh-context diff review, evals and live-API runs against the real backend stack.

Before HYVIRAL: ten years running international sales and logistics at a wood export company, a year of graphic design work, and a lifelong love for graphic design and marketing. I write most of the copy myself, make the reels and carousels, and run the funnels for everything on hyviral.com.

EXPERIENCE

- HYVIRAL** · Founder, product designer and engineer · Itapema, Brazil

March 2025 to present

HYVIRAL lets creators' own AI assistants, such as Claude, make their content for them. It reads their audience data, generates images and video, and turns long recordings into short posts. Live at hyviral.com since 8 October 2026.

- Designed, built and launched the whole product on my own, using AI coding agents: the web app, the backend, billing, video rendering, and a website in seven languages.
 - Made HYVIRAL work inside the AI assistants people already use, through 82 tools built on MCP, the open standard for connecting assistants to outside tools. I chose this over building my own in-app chat assistant.
 - Made spending safe: every paid action shows its price first, and nothing is charged until the user agrees. An interrupted job picks up where it stopped, without repeating work or charging twice.
 - Built an AI editor for long videos. On a 48-minute recording it applied 98 edits in one pass, up from 44 in the previous version.
 - Set prices from measured costs: after timing real 90-minute exports, I raised the price of long exports by 50% so they cover what they cost to run.
 - Ran a five-month closed beta with real users (March to August 2026) before the public launch.
 - Run a team of AI coding agents (Claude, Codex and Grok-based) through Slack. A separate agent reviews every change before it ships, and tester agents use the product the way a customer would.
 - Write, direct and produce HYVIRAL's Instagram reels and carousels, made with the product itself.
 - Stack: React, TypeScript, NestJS, Postgres (Supabase), Stripe, Google Cloud Run, Remotion, ffmpeg. 9,453 commits, 1,001 written specifications and 831 database migrations, June 2025 to October 2026.
- Sala de Aula** · Founder, product designer

2024 to 2025

AI suite for teachers and students. Designed the product and its UI, built the front end and directed a contracted back-end developer. Stopped after three months; the lesson, to own the full stack, shaped how HYVIRAL was built.
- Freelance graphic designer** · 99designs and similar marketplaces

2016 to 2017

Brand, logo and marketing design for international clients in brief-based competitions.
- Green Tree Serviços de Exportação Ltda.** · Partner

2014 to 2016, 2017 to 2024

Wood export company run with my father: logs and wood products from Brazil to buyers worldwide, lumber sourced abroad for specific orders; ten years of negotiation, export logistics and customer relationships.

SKILLS

Product: product design and UX, specification writing, pricing and billing design, localisation, funnels, landing pages and copy.

Engineering: TypeScript, React, NestJS, Node.js, PostgreSQL on Supabase, Stripe, Google Cloud Run and Cloud Storage, Remotion, ffmpeg, Playwright, Vitest and Jest.

AI engineering: MCP servers and tool design, OAuth 2.1, evals and acceptance gates, observability with correlating ids and cost per job, quote-before-spend admission, long-context agent grounding, multi-agent coding harness (Claude Code, Codex, Grok-based agents).

Design: Photoshop since age 12, Illustrator (professional), After Effects (hobby), motion graphics in code, brand and marketing design.

Marketing: copywriting, short-form video (reels and carousels), funnels; three years of self-study in marketing and storytelling.

EDUCATION AND TRAINING

2017	Graphic Design summer program (two months), Emily Carr University of Art + Design, Vancouver, Canada
2013 to 2014	Private helicopter pilot training
2011	Graphic Design Technology, UNIDAVI, Rio do Sul, Brazil (first year of a two-year program)
2010	Forestry Engineering, FURB, Blumenau, Brazil (one year, dropped out)

LANGUAGES

Portuguese (native)
English (fluent)
Spanish (fluent)