Bruno Marques

Product Designer (UX/UI)

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About

I'm a Brazilian designer passionate about technology, looking for building digital experiences to improve people's lives by balancing business goals, UX & innovation. I believe in collaborative working involving designers and other parts of the company, including continuous UX/business learning.

Experience

Glofox - Jun 2022 / Mar 2023
Sr. Product Designer
I was responsible to build new acquisition experiences converting new leads to users and guiding them to get the best use of the platform. Besides that, I also collaborated with teammates in other internal initiatives building a strong design team.

EBANX - Jan 2022 / Jun 2022
Product Design Specialist / Product Design Lead
I was responsible for product discoveries and organizing the design team to share knowledge and deliver great experiences. Besides that, I mentored the design team in how to work the design as a strategic tool within the product development process.

PicPay - Apr 2020 / Jan 2022
Sr. Product Designer / Staff Product Designer
I was responsible for product design in a financial product squad. My role comprehends to understand the business context, and the user needs and translate them into a better user experience in the app.

Serasa Experian - Apr 2018 / Apr 2020
Product Design Specialist
I was responsible for the customer journey, research, prototyping, tests, interface design, and brand governance within the small and medium business marketing team.

IP.TV - Oct 2015 / Apr 2018
Sr. Product Designer
I was responsible for the design team. Research, tests, prototyping, interface design, and delivery of native mobile app with own back-end technology. We developed a huge Brazilian social app that includes channels, live streaming, audio and video call, and live games.

Languages

Portuguese
Native or biligual proficiency

English
Professional working proficiency

Spanish
Elementary proficiency

Italian
Elementary proficiency

Skills

Product Strategy	A/B Testing
User Research	Design Systems
Prototyping	Accessibility
Interaction Design	Collaboration
Visual Design	Leadership

Tools

Pencil & Paper	Miro
Figma	Invision/Marvel
Sketch/Zeplin	Hotjar
Adobe CC	HTML/CSS

Education

Agile School
PSPO Scrum Training - 2019

Meiuca Design
Design System Bootcamp - 2018

Mergo UX
UX Metrics - 2018

Métricas Boss
Web Analytics Workshop - 2017

Mergo UX
Usability Workshop - 2015

Product Arena
Mobile Design Workshop - 2012

Estácio de Sá University
Advertising - 2001/2005