

Marcelo Lima

Product Designer | UX Designer

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EDUCATION

DIGITAL EXPERIENCE DESIGN | USER EXPERIENCE AND DIGITAL PRODUCTS

Postgraduate

Faculty of Fine Arts | University of Lisbon | 2023 – Jul 2024

Lisboa, Portugal

<https://www.belasartes.ulisboa.pt/>

MASTER OF BUSINESS ADMINISTRATION IN MARKETING | Postgraduate

FGV - Fundação Getúlio Vargas | 2016 – 2018

Brasília, Brazil

<https://portal.fgv.br/>

SOCIAL COMMUNICATION, ADVERTISING AND APPLIED COMMUNICATION | Bachelor degree

Centro Universitário IESB | 2006 – 2010

Brasília, Brazil

<https://www.iesb.br/>

EXPERIENCE

G4F - Product Designer

OUT 2024 – Currently

- Currently working at G4F, allocated to the Ministry of Education (MEC), developing the new portal for SISTEC (National Information System for Professional and Technological Education).

SERPROS FUNDO MULTIPATROCINADO - Product Designer

Brasília, Brazil | AUG 2022 – OCT 2023

- At Serpros, I led product development initiatives including the creation of the innovative Ser + Pension Plan and management of PS-I and PS-II Plans. Utilizing comprehensive research methodologies, I identified customer pain points and needs, driving the enhancement of product offerings.
- I established a robust CRM system to improve customer communication and collaboration with Commercial and Marketing teams. Additionally, I implemented an internal participant portal for enhanced accessibility to resources.
- Through data analysis and user-centric approaches, I refined private pension products, employing tools like Figma for interface design and conducting usability testing to optimize user experiences.
- I integrated business objectives with CRM enhancements using the RD Station platform, developing tailored solutions and refining user journeys across platforms to optimize engagement and satisfaction.

BRBCARD BANK OF BRASILIA - BRB - Product Designer

Brasília, Brazil | JUN 2021 – JUL 2022

- I worked at Banco Nação BRB Fla of Clube de Regatas Flamengo in a single and comprehensive platform, creating solutions for Prepaid and Credit Cards, Banking, Acquiring and Risks in the App. I also worked on creating and reviewing prepaid card application journeys, discovering new opportunities for contact with users and allocating marketing and commercial strategies, providing the best experience, combining the technology and expertise of the main players in the market.
- Analysis of indicators and KPI for better decision making based on strategy, user research and planning.

CAIXA SEGURADORA - Product Designer

Brasília, Brazil | MAR 2018 – SET 2019

SKILLS

Design

Prototyping: Prototyping using Figma, Adobe XD, Low - High fidelity prototyping.

Strategy: Design thinking, design sprint, user journey mapping.

Research: User research, user testing, stakeholders interview, heuristic evaluation, A/B testing and experimentation, jobs to be done, Personas & Empathy mapping.

Visual Design: Figma, Adobe Suite (Photoshop, Illustrator, Indesign), Adobe XD

Tools

Figma | Adobe Creative Suite | Power BI | Google Ads | Adobe Xd | Wordpress | CSS & html5 | JavaScript | E-commerce | Hotjar

Languages

Portuguese - Native

English – Advanced

RELEVANT COURSES

USER EXPERIENCE DESIGN – UX DESIGN

Design Circuit | JAN 2023 – MAR 2023

UX Research • Methodologies and Processes • Competitor Personas Analysis • Surveys • Resource Prioritization • Concept and UI Design • Nielsen Heuristics • Canvas Model • Design patterns • Affinity mapping • How might we • Customer Journey • Prototyping Usability testing

Website <https://www.designcircuit.co/>

USER EXPERIENCE DESIGN – UX DESIGN

Tera | MAI 2021 - JUL 2021

Website: <https://somostera.com/>

MICROSOFT POWER BI

Alura

Website: <https://www.alura.com.br/>

DIGITAL MARKETING – BUSINESS EFFECTIVENESS

ESPM Escola Superior de Propaganda e Marketing | 2020 - 2021

São Paulo, Brazil

Website <https://www.espm.br/>

- At Caixa Seguradora, I worked on some projects in the insurance, consortia, capitalization and pension plan sectors. Development of the internal communication channel, customer areas, websites, landing pages, applications and systems. I was also responsible for creating and maintaining Caixa Seguradora's new Intranet, respecting the best usability practices.

PB PRODUÇÕES - Product Designer

Brasília, Brazil / MAR 2014 – OUT 2021

- Worked from the conception to delivery of a range of small clients to kick-start their concepts, validate products with users, research and competitive analysis, creating interactive prototypes and tracking the development of mobile and web applications, e-commerce. Advertising and Marketing Agency.

ASCON ASSESSORIA DE CONDOMÍNIOS – UX Designer

Brasília, Brazil / MAR 2017 – MAR 2018

- Implementation of good digital practices in the company and updating the company website.

DILETTO CAFÉ – UX Designer

Brasília, Brazil / AGO 2016 – JAN 2017

- Company website development. Creation of campaigns and dissemination of products and services for the company Nespresso. Institutional campaigns. Strategic marketing. B2B Marketing. Creation of campaigns on Google AdWords. Google Analytics and KPI.

Client: Nespresso

SICOOB CONFEDERAÇÃO – Marketing Analyst

Brasília, Brazil / JAN 2015 – JAN 2016

- I worked in the area of communication. Responsible for the creation of internal campaigns and strategy creation, and dissemination of products and services. Institutional campaign, endormarketing, brand repositioning, market analysis. Management of Confederation projects related to the Marketing área.

GRUPO TV1 – Graphic Designer

Brasília, Brazil / OUT 2014 – DEZ 2014

- Publishing and layout project for the books and files of the National Truth Commission – Federal Government of Brazil.

PRIME RS PUBLICIDADE – Art Director | Visual Design

Brasília, Brazil / JUL 2012 – JUL 2014

- At Prime RS Publicidade I was responsible for creating advertising and online campaigns. After some time I got to know the UX/UI market and started working with websites and applications. So I became more focused and developed interfaces and applications for some big clients of Caixa Seguradora, Bodega Filgueira - Uruguay, Senar - DF.