

# Marcelo A. Guimarães

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Portfolio: <http://portifoliodomarcelo.com.br>

Rio de Janeiro - Brazil

## Professional Goals

UX Designer Senior / Design Leadership

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## Education

UERJ / ESDI

Master degree in Design

Finished august 2021

SENAC - RJ

Post graduation (specialization degree) in Interaction Design

Finished october 2017

ESPM - RJ

Bachelor degree - Advertising & Marketing

Finished july 2005

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## Summary

3 years experience as UX Researcher for the retail market focused on e-commerce and omnichannel projects.

6 years experience as UX/UI Designer for digital and e-commerce projects.

6 months experience as professor for the graduation in advertising at the INFNET college and Digital Marketing MBA at ESPM college.

Design research, recruiting, application and analysis results for UX, prototyping, validation of responsive digital projects for medium and large companies.

Knowledge management, technical consultancy for P.O.s and Sales team as well as technical and creative guidance for junior and intern designers.

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## Work Experience

- **Original.io (may 2017 - june 2023) | Role: UX Researcher Senior**

Developed company's UX Research area defining objectives, processes, team size and annual goals.

Planning, execution, analysis and presentation of research findings for medium and large retail stakeholders.

Executed the main research techniques for UX in order to collect qual and quan data for interface redesign and its features, such as: Survey, Interviews, Card Sorting, Usability Testing, A/B Testing, Heuristic Analysis (Nielsen and Cross-Channel), Heat map, Field observation, Ethnography, Netnography.

Constructed data visualization tools such as: Personas, User Journey Map, Empathy Map.

Technical consultancy for P.O.s and commercial team as well as technical and creative guidance for design assistants and interns.

During the period I worked as a UX/UI designer, I designed responsive high-fidelity prototyping for e-commerce, landing pages and digital promotional material for brands: Nestlé, Uber, Shopping Cidade Jardim, First Class, Adô Atelier, Catupiry, Duratex, Electrolux and Drogaria Venancio.

- **DR Studio (aug 2016 - feb 2017) | Role: UI/UX Designer**

UI Design for responsive digital products (web and mobile), following UX guidelines.

Ensuring focus on UX's strategic vision and innovation by delivering digital solutions that address user needs and stakeholder goals through the design of navigational flows, wireframes and navigable prototypes.

Elaboration of research analyzes, benchmarks, designing and structuring wireframes and prototypes, as well presentations for stakeholders.

## Papers

- “Usability and Interaction Evaluation on Breakfast Delivery Mobile App: Users’ Experience Expectations”. AFHE Conference - 2018 / Orlando, EUA  
[https://link.springer.com/chapter/10.1007/978-3-319-94947-5\\_57](https://link.springer.com/chapter/10.1007/978-3-319-94947-5_57)
- “Pharmaceutical Online Store Project: Usability, Affordances and Expectations”  
AFHE Conference - 2019 / Washington DC, EUA  
[https://link.springer.com/chapter/10.1007/978-3-030-20040-4\\_47](https://link.springer.com/chapter/10.1007/978-3-030-20040-4_47)
- “Avaliação da experiência de compra em ambiente omnichannel: expectativas e limitações do usuário.” SPGD Symposium - ESDI - 2019 / Rio de Janeiro  
[https://www.even3.com.br/anais/spgd\\_2019/224787-avaliacao-da-experiencia-de-compra-em-ambiente-omnichannel--expectativas-e-limitacoes-do-usuario/](https://www.even3.com.br/anais/spgd_2019/224787-avaliacao-da-experiencia-de-compra-em-ambiente-omnichannel--expectativas-e-limitacoes-do-usuario/)
- Chapter at “A Estrutura da Entrevista - Uma nova abordagem”. 2021. Ventura Publisher.  
<https://tinyurl.com/y684fumc>
- “Entrevista estruturada aplicada à relação de Gestão de Negócios com Design”.  
Empreendedorismo e Gestão de Micro e Pequenas Empresas Journal. 2022.  
<https://www.revistas.editoraenterprising.net/index.php/reqmpe/article/view/446>
- “Proposta de framework para a construção de Personas”. Congresso Brasileiro Pesquisa e Desenvolvimento em Design. 2022.  
<https://www.proceedings.blucher.com.br/article-details/proposta-de-framework-para-a-construo-de-personas-38306>