Marcus Andrey

Vasconcellos Júnior

Senior Product Designer · Porto, Portugal

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Profile

I design the software people work in all day: enterprise logistics tools, design systems and AI in the design workflow.

Fourteen years in design, from agency motion design to enterprise product design, across logistics, insurance, luxury fashion, wine and pet care. I lead through practice: I helped move a design system from Sketch to Figma and build tools the design team uses every day. MBA in Design Thinking and People Management.

Experience

Senior Product Designer — Kuehne+Nagel

03/2022 – now · Porto

- Enterprise logistics tools for a global sea and air freight company: dense admin screens, documentation flows and the interfaces between systems, for five product teams in Porto, Wrocław, Hamburg and Chennai.
- Helped make the case for moving the design system from Sketch to Figma: ran the three-month library pilot and the workshops that brought around 15 designers across, and joined the interviews for the in-house designers who replaced the contractors. Within a year every designer and every screen was in Figma.
- Built a Figma plugin for documentation, a Figma plugin that builds data tables from the design system's components, and AI agents for design briefs, screen reviews and research summaries, documented for the whole team.

Senior Product Designer — Nex T Engineering

08/2021 – 03/2022 · Porto

- Internal projects for Farfetch, the luxury fashion platform. My first role after moving to Portugal.

UI/UX Designer — Wiz Soluções

05/2019 – 08/2021 · Brasília

- People management and insurance sales tools in a product squad: ideation, layouts, user research and usability tests.
- Wizon Gestores: one platform for the managers of the Wiz sales network, developed in three months, after 20+ tests with 15+ users.
- Chat Wizon: a benchmark and comparison matrix led to building team chat into Wizon Gestores, reusing its features.

Interactive Designer — GB Vinhos

02/2018 – 05/2019 · Brasília

- Redesigned the e-commerce and ran usability research with regular customers.
- Enobook: helped the team run a design sprint for an app that let Wine'n Music guests rate the wines they tasted and reserve a purchase for the next day.

Earlier

Co-founder and Motion Designer Fênix Agência — 07/2015 – 09/2017 · Brasília

- Co-founded a creative agency: its branding, graphic and marketing materials; lead-retention strategies in clients' sites and apps; videos and interactive presentations.
- Sorria.Pet: a product for Brazil's bill 8442/2017 on cameras in pet shops, designed with the double diamond.

Product Designer Environmental non-profit — 10/2012 – 09/2015 · Brasília

- Design for an environmental non-profit.

Multimedia intern PHNeutro — 2011 · Lisbon

- Artwork and ads for Tribal DDB clients such as El Corte Inglés and Škoda.

Education

MBA in Design Thinking and People Management UniAmérica Descomplica — 10/2023 – 09/2024

- 390 hours: leadership and team building, negotiation, knowledge management, design thinking. 9.0 average across thirteen courses; final pitch 10.

Graphic Design, technologist degree Centro Universitário IESB — 2012 – 2014 · Brasília

Multimedia Technician Citeforma — 2010 – 2011 · Lisbon

Certifications

UX Management: Strategy and Tactics
IxDF, 2023

Become a UX Designer from Scratch
IxDF, 2022

Enterprise Design Thinking Co-Creator and Practitioner
IBM, 2020

UX Research with Paola Sales
Comoequetalá, 2019

Object-Oriented UX (OOUX) Fundamentals
Udemy, 2023

Foundations of User Experience Design
Google, Coursera, 2021

Usability Evaluation
Lúmina, UFRGS, 2020

UX, JavaScript, video and marketing
Alura, ten courses, 92 hours, 2017 – 2018

Skills

Product design · Complex workflows · UX research · Usability testing · Design sprints · Design systems · Figma libraries and tokens · Documentation · Prototyping · AI in the design workflow · Workshops and facilitation · Motion design

Languages

Portuguese, native · English, daily working language · French, elementary

Off screen

Photography, film and music. My first ads were for El Corte Inglés and Škoda, as an intern in Lisbon.