ANDERSON MAGRI

Experienced Product Designer & Design Lead with a proven track record of success in driving user growth and brand awareness. Expertise in UX design, Web3, and digital marketing. Passionate about creating innovative and user-centered solutions.

Visit my portfolio:
lighthousecreativelab.ca

My UX Cases:
github.com/AnderMagri/Portfolio

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+1 289 952 8068
CALGARY, ALBERTA, CANADA

EDUCATION & CERTIFICATIONS

USCS - University of Sao Caetano do Sul, Brazil
Bachelor's degree Advertising
2004 - 2008

Methodist University of Sao Paulo, Brazil
Bachelor's degree Psychology
2009 - 2012

Google Certification
Google UX Design Professional Certificate
2023

TRAININGS

University of Virginia
Design Thinking for Innovation

The Pennsylvania State University
Creativity, Innovation and Transformation

CalArts
Visual Elements of User Interface Design

MoMA
Modern Art & Ideas

Google
Introduction to Generative AI

SKILLS

UX Research: User Interviews, Usability Testing, Persona Development, User Journeys, Data Analysis

Design Thinking: Empathize, Define, Ideate, Prototype, Test, Human-Centered Design

Design Tools: Figma, Adobe XD, Adobe Photoshop, Illustrator, After Effects, Premier

Prototyping: Wireframing, Mockups, Interactive Prototypes, User Flows

Information Architecture: IA, Sitemaps, Navigation Design

Accessibility: WCAG, ARIA, Inclusive Design, Accessibility Testing

Branding: Brand Strategy, Brand Guidelines, Logo Design, Visual Identity, Brand Voice & Tone

Content Strategy: Content Audits, Content Calendars, Content Creation, SEO

Web3: NFTs Development, Marketing, Promotion, In-depth knowledge of DEX, CEX, DAPPs, ETC.

Web3 Design Principles

Communication & Collaboration: Teamwork, Client Communication, Stakeholder Management,

Presentation Skills

Project Management: Time Management, Prioritization, Task Management, Project Planning

EXPERIENCE

2024 - NOW
Product Designer (Part time)
Obinex (Dubai, Remote)

As a Product Designer, I am part of a team developing an exchange that integrates DEX and CEX elements while incorporating gamification into the trading process. The product is currently in the development phase.

2024 - NOW
Design Lead / Product Manager (Freelancer)
Aurk (Germany, Remote)

Aurk is a newly launched token focused on developing an AI service platform on the blockchain. As the Design Lead, I am prioritizing the development of the platform's user experience (UX) and guiding the Branding Designers in producing materials for X and other platforms.

2021 - 2024
Sr. Brand Designer (Branding & UX)
Candybox Marketing - Oakville, ON (Remote)

As a Senior Branding Designer, I supported the Creative Director on all key accounts, developing creative strategies for branding, videos, and campaigns. I also coached junior designers and managed the development of web products and solutions. On the creative side, I helped the Creative Director develop creative campaigns, most of which were web or social media-based. With my expertise in branding, I oversaw projects from their inception, ensuring they effectively conveyed the brand message across social channels, promotions, and web solutions.

As part of my branding work, I guided the development of UX/UI to ensure consistency with the brand's guidelines and visual elements. For a key account, I served as a UX generalist, supporting the entire process of creating customized websites—from research and wireframe development to delivering final assets.

2019 - 2021
Design Lead
Metis DAO - Toronto, ON (Remote)

HELPED GROW COMPANY TVL FROM 0 TO $1 BILLION IN UNDER 3 YEARS.
As the Design Lead, I was responsible for everything related to branding, advertising, and design, including the UX of bridges, portals, scanners, and more. I was the key person supporting branding and UX development for key partners and projects under the Metis DAO umbrella. The original logo and the current version of the company's branding are my designs, and I developed the entire company branding and communication strategy during my first year.

We organized events around the globe, from ETH Denver to Lisbon, and from Dubai to China. Our global team often required support for everything from simple Twitter banners to complex interfaces designed for clients in multiple languages, including Chinese, Russian, and Japanese. I developed all the printed materials, conceived ideas for the events, designed swag, and managed a team of remote designers to deliver all materials to printing partners in Europe, the US, and China.

In almost three years, and under the direct command of the C-suite, I helped the company grow from zero to one billion dollars in total value locked (TVL). I also developed several NFT projects. Notably, I was the creator of the first NFT series for METIS and Crypto Chicks.

2019 - 2021 (Side Project)
Co-founder / Product Lead (Branding & UX)
Mini-Metis - Toronto, ON (Remote)

As a co-founder, I developed everything from the business plan to all marketing-related initiatives. With a team of front-end developers and smart contract specialists, we successfully launched a swap platform and a borrowing & lending page.

Additionally, I designed and developed an NFT series, including promotional videos.

2017- 2019
Digital Designer / Partner
Creative Ally, Oakville, ON

As a designer and partner, I worked on developing design solutions for small and medium businesses in the Greater Toronto Area. In addition to design work, I managed client relationships, coordinated with suppliers, and contributed to business development.

2016- 2017
Digital Designer
The Works Design, Toronto, ON

I was honored to receive an invitation from the Canadian government to immigrate to Canada as a Permanent Resident due to my exceptional abilities as a designer and business owner. My first job in Canada was at a design agency, where I had the opportunity to work with major clients like Maple Leaf Foods, Newmont, Barrick Gold, Exxon, and Oxford.

2014 - 2016
Founder, Art Director
True North Design, Sao Caetano do Sul, SP

After acquiring enough experience working for prominent agencies in São Paulo, I became an entrepreneur and launched my own agency. During this time, I worked with notable clients in Brazil, such as the São Paulo State Symphony Orchestra, VW, Jaguar, and UNESCO.

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