

ANDERSON MAGRI



Experienced Design Lead & Product Designer 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

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CALGARY, ALBERTA, CANADA

EDUCATION & CERTIFICATIONS

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

Google Certification
Google UX Design Professional Certificate
2023

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

TRAININGS

University of Virginia
Design Thinking for Innovation

MoMA
Modern Art & Ideas

The Pennsylvania State University
Creativity, Innovation and Transformation

Google
Introduction to Generative AI

CalArts
Visual Elements of User Interface Design

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 Suite, 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

AI Image development: Adobe Firefly, Krea

EXPERIENCE

2025 - Now
Sr. Art Director
Wondershare (Vancouver, Remote)

A global software company known for creative tools like Filmora, serving millions of users worldwide. Focused on video editing, productivity, and digital creativity solutions.

Design Leadership Experience

- Led creative direction and execution of digital campaigns for Filmora and other Wondershare products in the North American market (100M users)
- Partnered with the Creative Director to develop design-driven marketing strategies aligned with business objectives
- Oversaw production of visual assets across websites, product interfaces, social media, presentations, and digital campaigns

Skills & Tools

- Product Design · Visual Design · UX/UI Design · Design Systems · Brand Strategy
- Leadership · Creative Direction · Cross-functional Collaboration · Co-marketing Campaigns
- Figma · Adobe Creative Suite · Web Design (CSS) · Motion Graphics · AI Image creation
- Design Thinking · Prototyping · Wireframing · Digital Campaigns · Style Guides

2024 - 2025
Product Designer (Part time)
Obinex (London, Remote)

A crypto trading platform blending DEX and CEX functionality with gamified user experiences. Currently in development with a product-focused design team.

Design Experience

- Contributed to the design of a next-gen crypto exchange combining DEX and CEX functionalities
- Integrated gamification elements to enhance user engagement and differentiate the trading experience
- Collaborated closely with product, engineering, and marketing teams throughout the product development lifecycle
- Focused on user flows, wireframes, and interactive prototypes for a platform still in active development

Skills & Tools

- Product Design · Visual Design · UX/UI Design · Design Systems
- Figma · Adobe Creative Suite · Web Design (CSS) · Motion Graphics · AI Image creation
- Design Thinking · Prototyping · Wireframing · Digital Campaigns · Style Guides · User Flows
- Web3 UX · Decentralized Platforms · Community-Driven Design

2024 - 2025
Design Lead /
Product Manager (Freelancer)
Aurk (DAO) (Germany, Remote)

A blockchain-based AI service platform focused on building decentralized, intelligent tools. Recently launched token with brand and product design built from the ground up.

Design Leadership Experience

- Led all design efforts for a blockchain-based AI service platform, from concept to launch
- Created the full visual identity, including logo, brand system, and design system
- Designed core platform UX and UI, ensuring usability, scalability, and alignment with Web3 best practices
- Oversaw marketing design across social platforms (X/Twitter, Telegram, etc.), crafting assets that drove engagement and community growth
- Guided a team of designers while collaborating cross-functionally with founders, developers, and marketers
- Delivered cohesive, high-impact visuals that unified product, brand, and community experiences

Skills & Tools

- Full-Stack Design Ownership · Product Design · UX/UI Design · Brand Identity · Visual Design · Creative Direction · Design Systems · Design Ops · Cross-functional Collaboration
- Web3 UX · Token Ecosystems · Decentralized Platforms · Community-Driven Design · Crypto Branding
- Figma · Adobe Creative Suite · After Effects · Miro · Notion · AI Image development
- Logo Design · Style Guides · Landing Pages · Platform UI · X/Twitter Visuals · Telegram Assets · Pitch Decks · Social Campaigns

2021 - 2024
Co-Founder & Design Lead
Mini-Metis (Remote)

A community-driven initiative within the Metis ecosystem aimed at onboarding users to Web3 through playful, accessible educational tools and NFTs.

Design Leadership Experience

- Led all design and branding efforts for Mini Metis, a sub-project within the Metis ecosystem
- Owned end-to-end product design, from user flows and UI to launch strategy and ongoing improvements
- Developed the visual identity, including logo, brand guidelines, and social media presence
- Designed and executed marketing campaigns, event visuals, and community assets
- Collaborated with developers and marketing leads to align design with product vision and user growth goals
- Built and maintained a consistent design language across product, brand, and promotional materials

Skills & Tools

- Product Design · UX/UI Design · Branding · Visual Identity · Marketing Design · Community Building · Creative Direction · End-to-End Design Execution
- Web3 Product Strategy · DAO Ecosystem · Founder-Led Design · Community Engagement · Blockchain UX · NFT Design
- Figma · Adobe Creative Suite · Notion · Miro · Google Workspace · Social Design Tools
- UI Designs · Brand Guidelines · Launch Assets · Campaign Creatives · Community Content · Event Branding

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

A Layer 2 Ethereum scaling solution focused on decentralized infrastructure and DeFi tools. Grew to over \$1B TVL with a strong global presence and DAO ecosystem.

Design Leadership Experience

- **Led UX design & Branding for Metis DAO, contributing to company growth from \$0 to \$1B TVL in under 3 years**
- Created the original and current company logos and developed the full branding and communication strategy within the first year
- Designed UX for core products including bridges, portals, and blockchain scanners, ensuring seamless user experiences for diverse global audiences
- Supported branding and UX for key partners and projects within the Metis ecosystem
- Managed a remote design team delivering print and digital assets for international events (ETH Denver, Lisbon, Dubai) and global marketing campaigns
- Created and executed event concepts, designed swag, and coordinated multi-language materials in Chinese & Russian
- Developed several NFT projects, including the first NFT series for Metis and Crypto Chicks
- Collaborated directly with C-suite executives to align design initiatives with business objectives and growth strategies

Skills & Tools

- Branding & Visual Identity · UX/UI Design · Product Design · Design Systems · Communication Strategy · Team Management · Cross-Cultural Design · Event Conceptualization & Design · NFT Design & Development
- DeFi UX · Token Ecosystems · DAO Projects · NFT Collections · Multi-language Design · Crypto Branding · Total Value Locked (TVL) Growth Support
- Figma · Adobe Creative Suite (Illustrator, Photoshop, After Effects, InDesign) · Miro · Notion · Slack · Jira · Trello · Google Workspace
- Logos & Brand Systems · Blockchain Interfaces · Marketing Campaigns · Event Assets · Print Materials · Swag Design · Social Media Visuals

REFERENCES (WEB3)

Ben Mazaya
<https://www.linkedin.com/in/benkanbour>

We worked together in Mini Metis (He is the main developer), and we also worked together on the Gmac Lending Platform (Freelancer).

Audrey Nesbitt
<https://www.linkedin.com/in/audrey-nesbitt/>

We worked together in Metis. She is one of the Founders of Crypto Chicks (Toronto). We worked on several freelancers crypto projects before Metis.