ANDERSON MAGRI

Experienced Product Designer and Art Director with a strong background in UX/UI design, visual strategy, and brand development. Proven success in driving user growth and brand awareness across fintech and digital marketing. Adept at leading end-to-end product design processes while also delivering high-impact art direction.

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

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 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
Product Designer / Art Direction
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

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2024 - 2025
Product Designer (Consultant)
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

· Conducted light user testing and hypothesis validation, Observed user interactions to identify usability issues and behavior patterns.

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

· Conducted light user testing and hypothesis validation.

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

· Conducted light user testing and hypothesis validation.

2019 - 2021
Product Design / Design Lead
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

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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.