

Márcio Duran

UI/UX Product Designer



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As a UI/UX designer with a background in Computer Science, I specialize in creating thoughtful, human-centric experiences and interfaces. With extensive experience developing user flows and designing prototypes for a variety of platforms - including AR/VR, mobile apps, and websites - I am skilled at crafting intuitive and visually compelling designs that meet user needs and drive engagement.

EXPERIENCE

UX/UI Product Designer - Lean UX, ZAZZLE (US, BR)

DECEMBER 2021 - Present (2 Years 1 Month) - Remoto

- Zazzle is an ecommerce marketplace company that concentrates retailers from all over the world who design for various products and integrate disruptive sites with an incredible showcase and diverse themes with unique brands involving from small entrepreneurs to large corporations that use their CRM.
- Competence: Understanding the Scenario: CSD Matrix, Competitive Analysis, Interview, Empathy Map, User Journey, Swot Analysis, Metric Tree, Experimentation and planning ICE Score FrameWork, RoadMap.

Achievements:

- Spearheaded the successful redesign of the company's VR application, resulting in improved user engagement and positive user feedback.
- Received recognition from the product team for consistently delivering high-quality UI/UX designs, contributing to increased customer satisfaction and retention.

User Experience Design Specialist - ySense (US, BR)

JAN 2020 - DEC 2021 | Remoto

- Led a project to redesign the company's mobile app for research candidates to improve the user experience. Also contributed to other mobile app and website projects, designing UI elements, user flows, and prototypes to ensure a cohesive brand experience.
- Developed a design system to maintain brand consistency across multiple mobile apps (iOS) and website projects.
- Conducted user research and designed user flows, low- and high-fidelity prototypes, and UI elements to ensure high-quality design deliverables.
- Collaborated closely with project managers, developers, and stakeholders to define project requirements and iterate on design solutions.

Achievements:

- Successful design of new features and redesign of the mobile app and website, resulting in increased user satisfaction.

EDUCATION & CERTIFICATES

Bachelor of Computer Science

FASP of São Paulo | 1997 - 2003

UX/UI Design

EBAC | 2020 - 2021

User Experience

iPED | FEB - MAY 2023

Visual Elements of UI Design

California Institute of the Arts | 2018

Introduction to UI/UX Design

TAFE NSW | 2018

Graphic & Digital Design

Tehran Institute of Technology | 2015

SKILLS

Design

User flow, Information Architecture, Sketching, Wireframing, Prototyping and Illustration using different tools such as Figma, Invision, Sketch, Adobe XD, Photoshop & Procreate, Basic Unity experience.

Research

User Interviews, Persona, Competitive Analysis, Usability and User Testing, A/B Testing.

Others

Basic HTML/CSS knowledge, Webflow, Miro, Zeplin, Lookback, JavaScript, Adobe PhotoShop, Maze, Notion and JIRA.

Senior Software Architect - Buildersite (São Paulo, BR)

OCT 2014 - DEC 2019

Buildersite is a consultancy focused on the application of information architecture solutions, implementations with cutting-edge technology for Platform-as-a-Service (Red Hat OpenShift), containers, Kubernetes, cloud management (Red Hat CloudForms) and IT automation (Red Hat CloudForms). Hat Ansible Automation Platform) with the RedHat Portfolio strategy.

Java and Ruby Developer Consultant - Moviair Pneumatic Solutions -FESTO (São Paulo, BR)

FEB 2008 - JUN 2012

Java Analyst Developer (Specifications / Requirements) JEE Development in Architecture n-tier applications using MVC 2 using Httpclient interface size, PHP, JSP, Ajax FrameWorks the Tomcat Web

Achievements:

- Case involved the order management and output control sales via website access intraweb Festo connector and use of Cisco Wmware to match OS, Migration to the study of FrameWork using Ruby On Rails, best behavior because the domain involved, and using techniques Agile programming methodologies, Test Driven Development TDD.

Java Developer - Consultant - G&P OFBiz ERP Ecommerce - EletroDireto (São Paulo, BR)

MAR 2006 - NOV 2007

- Specification, requirements elicitation and elaboration of artifacts, domain model, aspects involving FrameWorks Freemarker and Design Patterns, J2EE development platform for projects via NetBeans IDE 5.0, 5.5, ECLIPSE WTP 3.2, XML, JAVA, Mini-language, BeanShell.

Achievements:

- Duties and accomplishments: development aspects Login to access the ecommerce site EletroDireto understanding the functional aspects and external requirements regarding access and user validations, review the implementation of responsibilities controller via XML and invocations to the ERP OFBiz using Design Patterns Decorate involving porting Java BeanShell Script 2 and Freemarker doing splits output of dynamic pages and redesign JSPs and HTML generating FTL (FreeMaker-FrontEnd) for Presentation Tier.

Requirement Analyst and Development - IntraWeb Solutions (São Paulo - BR)

APR 2005 - MAR 2006

- Development and Requirement involving J2EE, aspects of the field using MVC FrameWork 2 and Struts, Tomcat deployment invoking service container, and JBoss Application Server Achievements: