Marcus Ferreira

UX / UI Designer

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Creative and results-driven UX/UI Designer with 10+ years of design experience, transitioning from an award-winning career in landscape architecture to digital design. Expert in streamlining workflows and implementing design systems. Recruited by two architectural firms to establish office-wide design standards. Proficient in Figma and Adobe Creative Suite, with a proven ability to stay ahead of industry advancements and deliver high-quality, user-focused experiences.

Professional Experience

Dalton Agency | UX/ UI Designer   Nashville, TN, May 2024 – Present
- Collaborate with a cross-functional, remote agile team, including developers and product managers, to deliver polished, user-centric designs that align with business goals and project timelines
- Utilize CMS platforms to create and implement designs for diverse, large-enterprise clients
- Monitor and integrate emerging UX/UI trends to continuously optimize workflows and elevate designs

The Connected Parent | Lead UX/ UI Designer   Remote, April 2023 – May 2024
- Led the complete redesign of a SaaS resource hub, guiding its transformation during a major brand evolution while ensuring full ADA and WCAG compliance to enhance accessibility
- Increased user engagement by leveraging qualitative research to create highly intuitive interfaces
- Optimized seamless cross-device usability by implementing responsive design techniques

Uspire | UX/ UI Designer   Remote, Jan 2023 – April 2023
- Executed the end-to-end design of a B2C mobile app, improving onboarding flows and increasing retention rates
- Conducted heuristic analysis to identify usability gaps and drive enhancements for a more intuitive product

Linkhut | UX/ UI Designer   Remote, Oct 2022 – Jan 2023
- Strengthened the usability of a social bookmarking web app through in-depth competitor research, identifying key opportunities, and implementing strategic improvements to optimize functionality
- Developed a comprehensive style guide, ensuring a seamless design-to-development handoff and execution

Various Firms | Landscape Architect   Nashville, TN, Sept 2013 – Oct 2022
- Managed multiple award-winning projects from concept to execution, delivering functional, user-centered environmental designs while ensuring seamless project development and alignment with client goals
- Established comprehensive design systems for firm-wide implementation that enhanced workflow efficiency and ensured consistent, high-quality design output across all teams and projects

Education

University of Arkansas   *Avocademy*
Bachelor of Science in Landscape Architecture & Minor in Visual Design   UX/UI Foundations

Skills

Visual Design, Responsive Web Design, Product Design, Interaction Design, UX/UI Design, User-Centered Design, Wireframing, Accessibility, Prototyping, Design Systems, Brand Identity, Design Thinking, Lean UX, User Research, Personas, User Flows, User Journey Mapping, Information Architecture, User Interviews, Quantitative Research, Qualitative Analysis, Conceptual Thinking, Surveys, Competitive Analysis, Affinity Mapping, Contextual Inquiry, Usability Testing, A/B Testing, HTML, CSS, Webflow, WordPress, Figma, Zeplin, FigJam, Miro, Adobe Creative Suite, Adobe XD, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Final Cut Pro, Art Direction, Design Reviews, Team Lead, Creative Direction