

# 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, AEM 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

- Partner with a cross-functional, remote agile team of developers, product managers, and compliance delivering polished, user-centric designs that align with business objectives and timelines
- Utilize enterprise CMS platforms to design, build, and manage modular web components, ensuring scalability, consistency, and brand alignment across multiple enterprise client properties.
- Monitor and integrate emerging UX/UI trends, accessibility standards, and design tools to continuously optimize workflows and enhance overall design quality
- Conduct design reviews and collaborate on implementation to ensure visual and functional consistency between design specs and developed products

**The Connected Parent | 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
- Developed a comprehensive style guide, ensuring a seamless design-to-development handoff and execution
- Optimized seamless cross-device usability by implementing responsive design techniques

**MCF Designs | Design Consultant** Remote, May 2022 – April 2023

- Enhanced company-wide efficiencies by spearheading the development of multiple firms’ architectural design systems, including novel graphical standards, templates, components, and blocks
- Managed the design process through the construction of varying projects, requiring extensive knowledge of best practices, codes (specifically ADA), and design understanding

**Various Firms | Landscape Architect** Nashville, TN, Sept 2013 – May 2022

- Led multiple design projects for companies that obtained prestigious industry awards, including a Merit Award in General Design with ASLA and an Excellence in Development Award with ULI

## Education

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

## Skills

Visual Design, Responsive Web Design, Interaction Design, UX/UI Design, User-Centered Design, Wireframing, Accessibility, Prototyping, Design Systems, Brand Identity, User Research, Personas, User Flows, Information Architecture, User Interviews, Quantitative Research, Qualitative Analysis, Surveys, Design Reviews, Creative Direction, Competitive Analysis, Affinity Mapping, Usability Testing, A/B Testing, HTML, CSS, Webflow, WordPress, Figma, Zeplin, FigJam, Miro, Adobe Experience Manager, Kontent.AI, Adobe Creative Suite, Adobe XD, Photoshop, Illustrator, InDesign, Premiere Pro, Art Direction