# Marcelo Paiva

They, Them, Their — Designer, Leader, Speaker and Educator

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Design leader with an entrepreneurial spirit who thrives in a fast-paced and collaborative culture. Proven record building and directing concurrent teams of senior researchers, designers, and front-end developers in a diverse and inclusive environment.   
  
Expert in architecting and deploying Enterprise-level Design Systems with Accessibility in mind.

#### WORK EXPERIENCE

## Research & Design Manager

### UKG (Ultimate Kronos Group) - Florida, USA April 2018 - Present

Leading five product design teams for Recruiting, Onboarding, Performance Development, Perception, and Learning. Responsible for empowering a group of product designers and researchers to accelerate the design process by establishing a highly collaborative environment with product stakeholders and engineering teams.

Daily rhythm involves providing thought-leadership to team members and close collaboration with strategic business partners through Design Thinking facilitation, an efficient User-Centered Design workflow, architecting and deploying design systems and processes to minimize redundancy and maximize consistency, while advocating for accessibility and fostering inclusive design practices.

## Design Community Leader, Educator

### Cross.Team, Miami, FL September 2016 - Present

Cross.Team is an educational unit in South Florida, working with local product designers, developers, entrepreneurs, and corporate executives. We train and/or build cross-functional teams for start-ups, provide Enterprise training and Weekend workshops for design/development professionals on Design Thinking, Product Design, and Development tools, such as Sketch, Figma, Adobe XD, Abstract, Framer-X, and other prototyping tools.

As an educator, I had the amazing opportunity and privilege to co-author a UX curriculum for a 10-week design Bootcamp that introduces any person looking for a career change opportunity, with no knowledge about the craftsmanship of digital products into an entry-level designer, trained in current user research and design thinking methodologies, information architecture, usability heuristic, interaction design patterns, rapid prototyping, visual design, and front-end web development. This program has helped thousands of professionals around the world to pursue a new career as product designers. This Design curriculum is now being taught in cities worldwide, including Berlin, Amsterdam, Paris, Barcelona, Madrid, Miami, Mexico City, Lisbon, and São Paulo.

As a public speaker, I host weekly meet-ups and frequent UX conferences worldwide, educating the community on Accessibility, Inclusive Design trends, and empowering product designers on knowledge sharing and team collaboration. My expertise in architecting and deploying Design Systems has helped many local companies build cross-functional teams to successfully architect, build, maintain, and scale Design Systems.

## Creative Director

### ProcessMAP, Corp. - Sunrise, FL August 2015 - September 2016

Built a world-class cross-functional team of designers and front-end developers; established a healthy and fast-paced creative environment that enabled frequent engagement with end-users, partnered with development peers to implement an Agile methodology that incorporates UX into development SCRUM sprints, no waterfall hand-offs.

## Creative Director

### Sapient Global Markets - New York, NY April 2014 - March 2015

Played a strategic role in introducing Lean UX practices in the design process to help accelerate the way Sapient teams were composed and delivered projects. Lead multiple strategic design projects with top Wall Street banks while guiding product designers and developers.

## User Experience Director

### Thomson Reuters - New York, NY May 2007 - December 2013

Thomson Reuters Eikon Mobile - Responsible for the overall interaction design of wearable, smartphone, and tablet applications for our flagship product: Thomson Reuters Eikon. Working with developers to introduce responsive design strategy, thoughtful interface markup semantics, and proper web standards adoption using HTML5 and CSS3.

Corporate Services - Successfully transformed a small front-end development team into a lean cross-functional force capable of delivering any project in an Agile environment.

Investment Management - Streamlined UX budget from $4.4M/yr to 1.75M/yr while Lean UX design process practices and establishing a multidisciplinary team focused on modern front-end technologies using HTML5, CSS3, and JavaScript.

Thomson Reuters - Director of Innovation - Primary responsibility included researching the industry for new UX trends and create proofs-of-concept using data visualization and modern front-end technologies for Wealth Management, Corporate Services, Investment Banking, and Investment Management.

## Senior Product Designer/Developer

### EventMonitor - Boston, MA August 2006 - April 2007

Lead entire UX and Design cycle for a Hedge Fund portal, focusing on quantitative research, opportunity detection, algorithmic execution, and pre/post-trading analysis.

## Product Design Manager

### NewRiver, Inc. - Andover, MA June 2005 - July 2006

TIAA-CREF Micro-sites and Factsheets - Responsible for architecting, designing, and developing the front-end for a solution targeted to deliver thousands of co-branded web-sites and on-demand factsheet PDFs for TIAA- CREF participants and institutions.

## Sr. Product Design Manager

### Thomson Financial June 2004 - June 2005

Managed the user experience strategy for the Investment Management segment, responsible for the overall StreetEvents user experience and product design strategy for Thomson ONE for Investment Management.

Documented the new product vision and collaboratively worked with over 10 business stakeholders and their teams to brainstorm features opportunities and prioritization, define navigation patterns, and agree on the user interface framework.

## Design Consultant

### Mann Publishing Group - Portsmouth, NH 2002 - 2005

Web design and development, Branding, Book/Cover Layouts, Stationery, Information Architecture, Web Design, and Development. Implemented automated layout workflow using MS Word>XML>Adobe InDesign to streamline digital publishing costs.

### Verizon Corporation - Boston, MA January 2004 - June 2004

Generated forward-looking concepts, business, and use-case scenarios for the next generation of communication products using Verizon's fiber-optic FIOS network vision.

### Lincoln Center for Performance Arts - New York, NY March 2002 - December 2003

Consulting through Niteo Partners to assist with the redesign of lincolncenter.org site to improve user interaction and usability, allowing Lincoln Center to communicate better with and market to its customers, online and offline, and increase online sales of tickets, subscriptions, and other revenue sources.

## User Experience Manager

### Net2Phone, Inc - Boston, MA July 2001 - April 2002

Led design and development team to developed interaction strategies, interaction design, prototyping, and visual design for a multi-dimension site (Geography, Language, and Partner) for our VOIP offerings.

## Senior Technical / Cognitive Designer

### ZEFER Corp - Boston, MA December 1999 - July 2001

Zefer was a strategy-led Internet consulting and implementation company, integrating business strategy, experience design, technology, and program management.

Siemens: Executive Information System – Munich, Germany

Experience Design Strategist – A 30-day engagement at Siemens Headquarters in Munich, Germany. The main purpose was to assess the user needs, facilitate focus-groups and brainstorm sessions, interview Siemens top executives, create high-level interaction design, and prototyping.

### ZEFER Corp - Senior Technical / Cognitive Designer (Cont.)

Fidelity Investments – Boston, MA

Usability Lead – Lead 3 rounds of usability testing for Fidelity Investments' NetBenefits division, performing user research and interviews, persona development, user and task analysis, test user recruitment coordination, and test prototype development. Tests were conducted at Fidelity's usability lab facility in Boston.

## CAD Drafter / Print and Web Designer

Designing and developing multi-brand web interfaces for: Heineken, Anheuser-Busch, Pepsi CO, Novartis, Johnson & Johnson, General Mills, Kraft Foods and others.

Information Resources, Inc - Waltham, MA May 1997 - December 1999

Freelancer - CAD Drafter / Graphic Designer - MA, USA March 1993 to May 1997

General Electric of Brazil - Rio de Janeiro, Brazil September 1985 to March 1992

#### EDUCATION

Electrical Design - State Center of Technology Ferreira Viana - Rio de Janeiro, RJ 1984 to 1986

#### EXTRA-CURRICULUM

Sketch App Ambassador for South Florida

Interaction Design Association (IxDA) Miami - Leadership Committee.

South Florida Accessibility Task Force - Leadership Committee

#### SKILLS

User Interface Design, Web Design, Mobile Design, Rapid Prototyping, Lean UX, Agile, HTML, CSS

#### LINKS

Site: <http://paiva.cc>

Dribbble: <http://dribbble.com/mpaiva>

LinkedIn: <http://linkedin.com/in/mtpaiva>

Twitter: <https://twitter.com/muqueca>

IxDA Meetup: <https://www.meetup.com/IxDA-Miami/>

UX+Fajitas Meetup: <https://www.meetup.com/ux-fajitas/>