








**Marcelo Paiva**  
Experience Designer

## Summary

More than 15 years building productive design teams, solving complex systems challenges and developing thoughtful expertise to foster modern design practices in Agile development environments for mobile and web applications.

Extensive leadership with designers and front-end developers, while enabling a creative environment of success for colleagues and team members.

## Contact

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To whom it may concern:

For the past 15 years, building design teams and solving complex systems have provided me with the perfect setting to learn, execute and foster traditional and lean UX practices, leading designers and developers while enabling a healthy creative environment for my colleagues and team members.

As UX/Creative Director for Thomson Reuters, Sapient and recently for Mobiquity, I have been designing web and mobile solutions for retail and financial services industries, using the most current design practices, tools and technologies, directing and mentoring designers and front-end developers to succeed in fast-paced and agile environments.

A hands-on leader that possess proficient knowledge and proven record that ranges from:

- User Research applying ethnography methods to ensure contextual and cultural pain-points;
- Print design for marketing and book publishing using Adobe Illustrator and InDesign;
- Mobile and Desktop Interface design and development leveraging latest modern web technologies, such as CSS preprocessors, Jade and AngularJS to implement faster component-based design modules in HTML, CSS and Javascript;
- Well-versed in Wordpress management, administration and theme development;
- Usability testing to ensure quality and ease of use, from recruiting participants,

I'm currently pursuing a leadership position in a creative environment where talented members complement each other and constantly strive to get the user experience right with measurable results and accountability.

I would be humbled if the opportunity to present my resume and portfolio is still possible at this moment. Please find the following are links to:

- Resume  
[https://www.dropbox.com/s/j0k7hvit2i03vop/PAIVA\\_RESUME\\_2015-Q2\\_A.pdf](https://www.dropbox.com/s/j0k7hvit2i03vop/PAIVA_RESUME_2015-Q2_A.pdf)
- Mobile Portfolio  
[https://www.dropbox.com/s/ijxqu00tzo33avq/PAIVA\\_PORTFOLIO\\_2014-Q1.pdf](https://www.dropbox.com/s/ijxqu00tzo33avq/PAIVA_PORTFOLIO_2014-Q1.pdf)
- Bloomberg Concept to illustrate my thought-process  
[https://www.dropbox.com/s/42z5m7ee32v68yf/PAIVA\\_Bloomberg\\_Concept.pdf](https://www.dropbox.com/s/42z5m7ee32v68yf/PAIVA_Bloomberg_Concept.pdf)
- Also, you will find additional work on my website:  
<http://marcelopaiva.com>
- and my personal interests on twitter: @muqueca

Please don't hesitate to contact me directly at 617-480-2837

Kind regards,

  
Marcelo Paiva