



ABOUT ME

Hi! I am Marcos Rezende, a UX Designer based on Ottawa with over **13 years of experience in digital projects (the last 6 have been in UX)**.

I have a solid background in leading cross-functional teams and designing web-based applications focused on data-driven decisions, seeing the big picture and keeping an eye on details.

EDUCATION HISTORY

USER EXPERIENCE DESIGN

University of Toronto | Certificate
Toronto, ON, Canada (2019-2020)

BIG DATA

ESPM | Postgraduate Diploma
São Paulo, Brazil (2016-2018)

GRAPHIC DESIGN

UFES | Bachelor's Degree
Vitoria, Brazil (2005-2010)

MARCOS REZENDE

UX Designer based in Ottawa, Canada

<https://marcosrezende.com>

✉ hello@marcosrezende.com

EMPLOYMENT HISTORY

Lead UX Designer

LeapUX - Ottawa, Canada (Mar, 2021 - Present)

- Headed UX projects, collaborating cross-functionally with the team to identify pain points and improve user experience through design solutions.
- Articulated design decisions with data—strategized and conducted meaningful user research, collected customer feedback, then synthesized and presented the findings as design concepts.
- Developed remote UX workshops using user-centered approach methodologies.

UX Mentor

CareerFoundry - Berlin, Germany - Remote (Feb, 2021 - Present)

- Provided advice and support to students all over the world in writing and via video calls on creating an industry-ready portfolio of project work in line with best practices.
- Guided and encouraged aspiring UX Designers to improve their soft skills.

User Experience Designer

LeapUX - Ottawa, Canada (Mar, 2020 - Feb, 2021)

- Conceptualized and designed workflows and wireframes and refined prototypes.
- Created UX and UI deliverables to ensure that business expectations are successfully met.
- Collaborated closely with team members to conceptualize the design and prototype ideas for implementation on web-based applications.
- Conducted User Research projects to understand user needs and define metrics, testing solutions, and assumptions.

Digital Project Manager

Danza - Vitoria, Brazil (Jan, 2015 - Dec, 2019)

- Led and mentored a cross-functional team (in an agency of more than 35 employees), including User Experience Strategy, Web Analysis, Data Visualization, User Interface Design, Digital Marketing, Research, Search Engine Optimization - SEO and Front-end Development.

UX Consultant

Ancora Digital - Remote (Jan, 2015 - Dec, 2018)

- Applied metrics & KPI models to help support design decisions.
- Monitored the progress and success of brands, developing a set of regular measurements.
- Realized Qualitative and Quantitative Researches for understanding the current user experience.
- Built a detailed vision for the user experience considering all touchpoints.
- Created a model of the commercial outcomes resulting from realizing the concept and the costs of doing it.
- Developed a roadmap of what needs to happen to get the business from where you are today to where the company wants to be.

Web Designer

Aquatro - Vitoria, Brazil (Apr, 2012 - Dec, 2014)

- Created and executed web projects, working directly with Art Directors and Copywriters for private and intergovernmental organizations.

Web Designer

Liga - Vitoria, Brazil (Sep, 2010 - Feb, 2012)

- Designed, prototyped and implemented improvements websites on the WordPress platform.

Web Designer Intern

Prix - Vitoria, Brazil (Sep, 2008 - Aug, 2010)

- Designed user interfaces web-based applications and front-end styling of products.

SKILLS

COMPETENCIES

Sketching
Wireframing
Prototyping
Information Architecture
User Interface
Design System
Workshop Facilitation
Card sorting / Treejack
User Journeys / User Flows / Personas
User Research / Usability Testing
Web Analytics / Metrics & KPIs
Lean / Agile / Scrum / Design Thinking
Web Optimization

TOOLS

Adobe XD
Photoshop
Illustrator
InVision
Figma
Flow Mapp
Optimal
Miro
Sketch

LANGUAGE

ENGLISH

Professional working proficiency

PORTUGUESE

Native proficiency

SPANISH

Elementary proficiency

LINKEDIN



[linkedin.com/in/marcosrezende](https://www.linkedin.com/in/marcosrezende)

VOLUNTEER EXPERIENCE

O'Reilly Book "97 Things Every UX Practitioner Should Know: Collective Wisdom from the Experts"

Remote. USA (Oct, 2020)

- Reviewed and provided feedback on 20 publications of User Experience professionals from different companies, including Facebook, IBM, InVision, UpWork and Citrix.

Design Director at Connected Canadians

Ottawa, ON. Canada (Mar, 2019 - Present)

Responsible for staying the visual brand consistently.

- Created Interface Designs for Programs and Partnerships.
- Advised on and built digital-first content for web and bilingual social media

MAIN CERTIFICATIONS

Agile Project Management

University of Ottawa (2021)

User Experience Designer

Akendi, Ottawa, ON. Canada (2020)

User Experience for Project Management

UX Alliance International | Level I, II and III (2018)

Design Sprint Masterclass

AJ & Smart | Jake Knapp (2020)

Design Thinking

IDEO Univeristy (2020)

IBM Enterprise Design Thinking Practitioner

IBM (2019)

AODA - Accessibility for Ontarians with Disabilities Act

OSG (2020)

HONOURS & AWARDS

Platinum Winner - Ava Digital Awards

AMCP - International Competition | USA (2021)

UX Portfolio | Web-based production

Best UX Design - CSS Design Awards

International Web Design and Development Award | USA (2021)

UX Portfolio | Public vote

UX Case Study published on Observatory of Public Sector Innovation

OECD - OPSI | France (2020)

Minha Vitória | A collaborative platform to share suggestions for Urban Planning.

1st place - Design Competition

100 Years of Moscoso Park | Brazil (2012)

Winning logo in the Brand Identity Contest of 100 years of Moscoso Park (Brazilian protected area - national system of conservation units).

Talent Design Contest - International Exhibition

Universia & Santander Foundation | Casa de América - Spain (2010)

E-learning 'Global Warming': 8th best position in the Digital category, competing with 1,685 worldwide submitted works.



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