Marcus Rodrigues

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With over 20 years of experience in the IT industry, I have taken on diverse roles including UI Developer, UX Designer, Program Manager, and Consultant, which have sharpened my ability to solve complex problems and design user-centered solutions that drive real business impact. In consultancy settings, I collaborate with clients and cross-functional teams to create intuitive and inclusive digital products through continuous research, empathy, and innovation. I blend strategic thinking with hands-on design to ensure each project not only meets user needs but also supports measurable business goals. I am passionate about how responsible design and technology can improve lives!

Lead Product Designer | Thoughtworks – Porto Alegre/RS – Brazil (Jun 2014 to Jul 2024)

- Collaborated with cross-functional teams, including product managers, developers, and stakeholders, to design user-centered digital solutions for complex business challenges.
- Conducted user research, including interviews, usability testing, and journey mapping, to gather insights and inform design decisions that address real user needs and pain points.
- Created intuitive user flows, wireframes, and high-fidelity prototypes to communicate design concepts and validate solutions throughout the iterative design process.
- Designed user-centered solutions for digital products, ensuring compliance with accessibility standards (WCAG).
- Led workshops to align stakeholders on project goals and co-create innovative solutions, fostering collaboration and a shared understanding of user-centric design principles.
- Developed and maintained a non-code design system to ensure consistency across digital platforms, improving development efficiency and enhancing user experience.
- Partnered with clients to align design deliverables with strategic business objectives, driving measurable outcomes such as improved user engagement, increased operational efficiency, and higher customer satisfaction.

Business Program Manager | Dell Inc. – Porto Alegre/RS – Brazil (Jan 2010 to Feb 2013)

- Managed the eSupport program for the migration of 65,000 manuals to a new platform, ensuring compliance with content guidelines.
- Facilitated cross-functional team meetings, ensuring task ownership, timely deliverables, and risk mitigation.
- Owned the User Acceptance Testing process, ensuring high-quality releases to customers.
- Coordinated post-launch analysis to ensure project success and address any follow-up requirements.
- Collaborated with global stakeholders to ensure project deliverables aligned with Dell's standards and business objectives.

Web Design Analyst | Dell Inc. – Porto Alegre/RS – Brazil (Apr 2008 to Dec 2010)

- Managed external vendors for the development and implementation of Dell.com projects and updates.
- Supported business and marketing teams in executing web projects according to brand guidelines.
- Served as Content Operations Lead, overseeing processes, guidelines, and access to critical assets for Dell.com in Europe.
- Managed Dell.com content updates, including XHTML development and image maintenance.
- Implemented A/B tests and experiments to support data-driven decision-making.

Web Design Consultant | Grupo RBS – Porto Alegre/RS – Brazil (Jul 2003 to Dec 2004)

- Designed and developed user interfaces for web and software platforms.
- Created icons and graphic assets for web applications.
- Implemented interfaces using HTML/CSS, ensuring cross-browser compatibility.

Web Design Analyst | Godigital Ltda. – Porto Alegre/RS – Brazil (Sept 2000 to Jun 2003)

- Developed and managed web projects for clients, including Telefônica Celular, Telemig Celular, and Honda Brasil.
- Created and maintained web interfaces, ensuring adherence to client branding and design standards.

Web Designer Junior | Espacio Digital Ltda. – Porto Alegre/RS – Brazil (Aug 1999 to Sept 2000)

- Supported the development and maintenance of institutional websites.
- Created visual layouts and provided front-end development for client web projects.

Education

- Advertising (Marketing Focus) – ESPM, Brazil (2013)
- General English (Advanced Level) – Malvern House International, London (2007)
- Technician in Business Administration – Escola Técnica de Comércio, UFRGS (2001)

Languages

- Portuguese: Native
- English: Fluent
- Spanish: Intermediate

Portfolio

https://marcusinsight.com/

Key Skills

- User Experience (UX) Design & Interaction Design
- User Research & Usability Testing
- Accessibility (WCAG Standards)
- Prototyping (Figma, Sketch)
- Agile Methodologies & Design Workshops
- Cross-Functional Collaboration