

Marcos Arruda

Manchester - UK | Dual Nationality (EU) Pre-settled Status (UK)

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SUMMARY

Bilingual Creative UX Designer holding a Bachelor's Degree in Social Media studies, a Postgraduate in Creative Media and a Masters's Degree in Digital Experience Design. Innovative, resourceful and multi-skilled individual who possesses a passion for Human-Centered Design processes. A strong work ethic paired with in excess of 20 years experience, serving within the dynamic fields of design systems, UX design, Employee Experience and Business Transformation. A natural leader with a flair for driving teams through a passionate and energetic approach and a relentless pursuit for standards excellence. Experienced in User Experience Design, Visual Design, Service Design, UX Research and Interaction Design. Currently seeking new and exciting opportunities whereby I can harness existing skills and knowledge whilst continuing to develop my career and my professional portfolio within UX centric projects. Willing to relocate for the right opportunity (**Spain, Portugal or Italy** - valid work authorization). Open to remote working opportunities, full-time and flexible contracts.

Areas of Expertise & Interest :

- UX Design
- User Research
- Service Design Principles & Tools
- Behavioural Design
- Employee Experience
- Creative problem Solving
- Value Proposition
- Service Blueprints
- End-to-End View of User Journeys
- Design Flows and Illustrated Journey Maps
- Empathy Maps & Personas
- Creative Storytelling
- Design Sprints & Workshops
- Co-Creation/Ideation
- Visual Design
- UI Design & Wireframes
- Prototype & Usability Test
- Lean UX, Agile & Scrum

DESIGN TOOLS

- **Prototyping Experience:** Figma, XD, Sketch, InVision and Principle.
- **Softwares:** Adobe Creative Cloud Photoshop, InDesign, Illustrator, Acrobat, Keynote, Miro and Mural.

EDUCATION

Master of Digital Experience Design | Hyper Island, Manchester, UK | Jan 2020 - Jan 2021

- Master's Thesis title: [Employee Experience: A Model to Attract and Retain Tech Talents \(2021\)](#)
- Modules: Design Thinking, Understanding People, Business Transformation, Experience Design, Managing Projects & Teams.
- Worked in Agile and Lean UX, multi-disciplinary teams and delivered production designs in line with user needs, design systems and project scope.
- **Design Projects in 2020/21 for clients including Manchester City Council, Adidas, Manchester**

City Football Club, and AREA52 (the innovation lab of PVH, Tommy Hilfiger and Calvin Klein).

Bachelor of Media Studies | UniCeub, Centro Universitário de Brasília, Brazil | 2000 - 2004

- Major in Publicity and Advertising

Further Training & Workshops

Postgraduate in Creative Media Programme - Level 3 Certificate in Digital Graphics | London College of Communication, UK | 2004 – 2005

- Modules: Certificate in Graphic Design (Digital Graphics), Certificate in Graphic Design (Advertising & Promotion), Double Award in Graphic Design (Experimental Typography)
- Reached standard specifications; Design structures and software integration, High proficiency in Typography, Investigating imagery and narrative forms, Strong visual design skills, Design structures for screen-based graphics applying specialist knowledge and skills to problem-solving. Overall Grade: Distinction.

EXPERIENCE

Service Designer | TPX Impact, UK Wide (www.tpximpact.com) - Jun 2023 – Present

Designer Consultant

- Utilise a holistic approach to service design, considering both digital and physical touchpoints, to ensure consistent and user-centric interactions.
- Design and facilitate Discovery activities (workshops, stakeholder interviews, design sprints, ideation, co-creation etc.) to understand and envision full end-to-end services.
- Conducting research using a variety of methods, from discovery to evaluative research, with individual users, staff or stakeholders to understand people, behaviour, context, culture and ideas, and to help improve and iterate digital products, systems and services.
- Collaborate intensely with practitioners in the Design Discovery service through research, mapping, problem analysis, experimentation, prototyping and user testing. Integrate efforts across multiple teams into coherent customer journeys.
- Lead design sprints and co-creation sessions with stakeholders, fostering a collaborative environment that drives innovative service delivery.
- Offer support for implementation, from building capability where needed to detailing touchpoints, both digital and physical.

UX/UI Designer | Jacobs Solutions Inc., Manchester, UK (www.jacobs.com) - Jul 2022 – May 2023

User Experience Designer

- Led user experience design for a digital content management product with 5,000 users in 26 countries.
- Delivered designs via specifications and closely collaborated with engineers, developers, and researchers.
- Facilitated design workshops using human-centered methodologies and design thinking techniques.
- Presented design options to senior stakeholders and effectively communicated design rationales.
- Developed work with behavioural science, data analytics, and user insights to guide design decisions.
- Generated actionable insights that both fueled ideation and evaluated product experiences.
- Conducted usability research by interactively testing designs using high and low-fidelity prototypes.
- Created interactive design standards for complex digital applications, employing user flow diagrams, site maps, and interactive wireframes in Figma.
- Designed end-to-end user journeys across Jacob's innovation lab and for Jacobs' design system.

Creative Director | JCGontijo Engenharia S.A, Brasilia, Brazil | Jul 2013 – Jun 2022

Remote Designer Consultant

- Led cross-functional teams in design sprints using human-centered and design thinking methodologies.

- Developed insightful strategies, value proposition proposals and produced marketing and communication services; notably focused on the residential real estate industry.
- Advised management on inbound marketing, branding and design solutions; offered best-practice ideas and concepts.
- Experienced with quantitative research methodologies and drawing insights from data.
- Coordinated in-depth analysis and design research of real estate markets and competitor activities.
- Analysed and managed corporate communication channels and digital media.
- Closely collaborating with partner agencies, leading multi-disciplinary design team, programmers and creative technologists; thus ensuring the development of strengths across a range of digital tools and platforms.
- Designed services across digital and non-digital channels, advocating UCD with stakeholders.
- Leverage exceptional stakeholder relationship management skills through consultancy and workshop sessions.
- Led the development of service concepts, blueprints, business models and other service design artefacts.
- **Notable Achievements**
- Responsible for an award-winning marketing campaign focused on the sale of a Commercial Office Center with 774 offices in Brazil - *Master imobiliário Award* - category: *Best Marketing Campaign*.
- Consistently received above 90% in departmental audits for standards excellence.
- Developed and implemented a new digital platform to connect clients and real estate brokers.

UX Designer | Moringa Digital Agency, Brasilia- Brazil (www.moringadigital.com.br) | Jan 2012 - May 2013
Senior Art Director/Freelance

- Delivered qualitative and quantitative market research, ideation, concept tests, iterative high-fidelity prototypes, user tests, and analysis data.
- Delivered design visions and executed business strategies. Designed and documented journey maps and business models plans.
- Developed smooth user flows, illustrations and graphs; prioritising client experience and functionality.
- Created wireframes, user interfaces and app maps with multiple design iterations.
- Contributed to strategic decisions, working with the Design, Product, and Executive teams.
- **Notable Achievements**
- Successfully collaborated and led the team responsible for the award-winning client website.

Creative Director | Nabuko Design ([website n/a](#)), Brasilia, Brazil - Nov 2006 - May 2012

Founder

- This passion project was a collaborative community of Designers from various fields who contributed to core subjects of importance, working closely with multinational advertising agencies across Brazil.
- Experienced building and maintaining strong working relationships with colleagues, clients, and stakeholders.
- Blended creative vision and acute business sense to develop advertising, art direction, brand, graphic design, iconography, typography works, desktop/mobile UI, UX design and design systems.
- Designed end-to-end flows and experiences that were simple and elegant for various platforms, systems and products.
- Inspired and brainstormed fresh ideas, managed deliverables, and captivated the target market.
- *Client portfolio included: DPZ, Propeg, Borghi/Lowe, Giovanni DraftFCB, DCS/WPPgroup.*
- **Notable Achievements**
- Increased user experience scores by 55% for the Brazilian Ministry of Health digital platform.
- Effectively managed a team of 18 visual and contents Designers in 3 locations in 2 countries.
- Implemented a solid feedback loop with all design teams.

Creative Designer | Mason Zimble ([website n/a](#)) | London, UK | May 2006 - Jul 2006

Client Portfolio Included: Microsoft, Toshiba, Adobe, & Canon

Company closed

- Created advertising concepts and digital design solutions for tech companies.
- Developed brand strategy and statistics systems.

- Collaborated with account executives to obtain knowledge of the clients' requirements.
 - Lead brainstorming and creative sessions to generate ideas and source logical solutions to barriers.
- Notable Achievements**
- Developed 100+ graphic and digital design projects, including logos, brochures, advertisements, infographics and digital magazines for 4 key clients within a 2 month timeframe.

Graphic & Visual Designer | Terra Plana UK ([website n/a](#)) | London, UK | Jul 2005 - May 2006

Company closed

- Developed brand designs and lookbooks in line with company visions and market placement.
- Developed visual communications; leveraging core skills in creative flows and content.
- Produced and implemented effective brand strategies.

Art Director - Assistant | Publicis D&M <http://publicis.com.br/> Brasília, Brazil Feb 2002 - Feb 2004

Client Portfolio Included: *Coca-Cola, Volkswagen & Brazilian National Telecommunication Agency.*

- Developed concepts and artwork.
- Created graphic design solutions from concept through to completion.
- Worked alongside a diverse team to create thoughtful and strategic solutions.

PROFESSIONAL PROJECTS

Service & Product Designer, www.marcos-arruda.com, Manchester - UK | Dec 2019 – Present

- Delivered creative design, UX best practises, concept design services, and digital solutions.
- Evaluated ambitions projects; identified opportunities for increased focus in national campaigns and promotion design whilst identifying trends and developing implementation strategies accordingly.
- Diplomatically and precisely articulate tensions between technical, business, and user needs.
- Developed practical and innovative solutions for customer problems across various areas, gaining knowledge in human-centered design methods.
- Designed optimised communication, services, systems, strategies, products, spaces and experiences with a holistic approach. Critical thinking, original and productive techniques to solving complex problems.

Design Thinking Project – Clients: Keep Manchester Tidy & Manchester City Council | |2020

Environmental Improvement Project

- Selected project from a host of entries; a 4 person strong team focused on Design Research, UX, Behavioural and Service Design. This project was chosen to be implemented in Manchester.
- Award the Colunistas decoration for Creative Director and UX/UI Designer for the award-winning website GPS Lifetime (<https://gpslifetime.com.br/>) | 2012 - Brasilia - Brazil.

GENERAL SKILLS

- **Language Skills:** Portuguese (Native) | English (Professional proficiency)

Reference on Request