

Lucas Marcolino

Product Designer (UX/UI)

Digital Nomad (Currently in South Africa), Origin: Brazil

Time Zone Availability: Aligned with US (PST/EST) and LATAM time zones

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About me

Experienced Designer with seven years of experience delivering innovative design solutions across mobile apps and web platforms. I have collaborated with clients and leading companies in finance and technology, significantly contributing to key business metrics. Currently, as a self-employed Product Designer, I provide UX/UI design services to a diverse clientele.

Experience

Sep 2023 – Present

Product Designer, Self-employed

Providing UX/UI design services for clients, managing projects from strategy to launch, and ensuring high-quality, impactful product experiences globally.

Feb 2021 – Sep 2023

São Paulo, Brazil - Product Designer, PagBank

- Led the end-to-end design process for the payment terminals store within the PagBank app.
- Enhanced user experiences on the homepage and checkout process of the PagBank online store.
- Designed and improved product and after-sales service experiences across SaaS, app, and web platforms.
- Conducted user research, usability testing, and A/B testing.
- Collaborated with cross-functional teams, including product managers, researchers, UX writers, and engineers.

Achievements:

- Increased business metrics through strategic design improvements.

Dec 2019 – Feb 2021

São Paulo, Brazil - UI Designer, PagBank

- Enhanced the user experience design for the homepage and landing pages.

Achievements:

- Standardized interface components.
- Optimized the hand-off process.

Aug 2018 – Nov 2019

São Paulo, Brazil - UX/UI Designer, Innova - All Around The Brand

- Managed all UX/UI design demands for the agency.
- Designed interfaces for apps, web apps, websites, and landing pages.
- Developed comprehensive style guides.

Achievements:

- Implemented design review processes within the engineering team.
- Documented style guides for consistent design language.

Apr 2017 – Jan 2019

São Paulo, Brazil - Web Designer, Self-employed

- Designed interfaces for marketing emails, apps, websites, and landing pages.
- Developed front-end components using HTML, CSS, and JavaScript.

Achievements:

- Completed over 100 projects for clients worldwide.

Education

Course - Data and Quantitative Research

Nov 2021, Aprender Design

Course - UX Creating Killer Experiences

Dec 2019, FIAP

Bachelor's Degree - Digital Design

2014-2018, University Anhembi Morumbi

Certificate Program - Visual Communication

2012 - 2013, ETEC José Rocha Mendes

Languages

Portuguese — Native

English — Advanced

Scholarships & Awards

Scholarship, 2014

PROUNI - A scholarship from the University for All Program (ProUni) is a benefit offered by the federal government that covers 100% of the tuition fees for an undergraduate course in private higher education institutions.

Tools

Design and Prototyping

Sketch, Figma, Adobe XD, InVision Studio

Collaboration

Miro, FigJam, Slack, Trello, Asana, Jira

Research and Data Analysis

Google Analytics, Hotjar, SurveyMonkey, Maze

Documentation

Notion, Jira, Excel