

Marcelo Antonio de Sousa

SENIOR PRODUCT DESIGNER / PRODUCT RESEARCHER

About me

I'm a Product Designer with 10 years of experience turning complex problems into simple, user-friendly solutions. I've collaborated with cross-functional teams to build impactful digital products for companies like Uphold, Namecheap, Itaú, Nubank, Serasa Experian, and Casas Bahia. I rely on a solid research process—grounded in data, usability, and business goals—to design experiences that not only work, but also drive measurable business results.

Employment History

UX Researcher Specialist & Product Designer, Bridgestone EMEA, Porto

NOVEMBER 2025 — PRESENT

Lead product discoveries, gathering technical and business requirements to shape scalable digital solutions. Facilitate design and innovation training sessions within the Citizen Development Program for employees. Drive the internal promotion and evangelization of the Hanabi team, a multidisciplinary unit responsible for developing solutions across any business area. Act as a Product Designer ensuring high UX quality standards through close collaboration across all Bridgestone teams.

Senior Product Designer & Researcher, Uphold, Porto

JANUARY 2025 — NOVEMBER 2025

Leading the design of new payment experiences within the mobile app. Responsible for defining research strategies, facilitating usability tests, and mentoring designers in research practices. Collaborating cross-functionally to ensure user needs and business goals are met through continuous iteration.

Senior Product Designer & Researcher, Spaceship by Namecheap, Porto

JANUARY 2024 — DECEMBER 2024

Led the redesign of key navigation and product interfaces to improve usability and engagement. Conducted usability tests and structured research sprints to refine features. Spearheaded the design of an AI chatbot to support users with domain-related tasks, while enhancing the contract trial experience.

Senior Product Designer & Researcher, Banco Itaú, São Paulo

APRIL 2022 — MARCH 2023

Led the creation of the crédito profile experience, combining data insights and usability testing to design intuitive flows. Facilitated workshops with stakeholders and collaborated across teams to ensure a cohesive product aligned with both user needs and business metrics.

Senior Product Designer, Nubank, São Paulo

SEPTEMBER 2021 — APRIL 2022

Contributed to launch new payment assistant features such as Automatic Debit and ADD. Conducted product discovery sessions and user research to inform design decisions. Delivered prototypes and collaborated closely with stakeholders to ensure solutions addressed user pain points.

Senior Product Designer & Researcher, Via Varejo, São Paulo

MARCH 2021 — SEPTEMBER 2021

Designed Via Cortex, a CMS for major e-commerce brands. Led discovery phases, structured user surveys, and conducted stakeholder workshops. Delivered intuitive

Details

Porto, Portugal
+351 933036380
marcelo.antoniodsouza@gmail.com

Links

Portfolio
LinkedIn
Behance
Dribbble

Languages

Portugueses

English

Skills

Communication

Figma

Prototype

Usability Test

Miro

Design System

UX Research

Content design

Visual Design

Framer

Sketch

Adobe Photoshop

interfaces that streamlined content management operations across multiple platforms.

Senior Product Designer, Pravaler, São Paulo

SEPTEMBER 2020 — MARCH 2021

Contributed to the launch of a financing product for short courses. Responsible for product discovery, user interviews, and workshop facilitation. Led design decisions to optimize user flows and align with business goals.

Product Designer, Serasa Experian, São Paulo

APRIL 2018 — SEPTEMBER 2020

Worked across multiple products, including Serasa Limpa Nome, Serasa Score, and the Serasa Consumer App. Conducted in-depth UX research, usability tests, and collaborated with cross-functional teams to design experiences that improved engagement and usability.

Education

User Experience Design and Beyond , PUCRS, Porto Alegre

JANUARY 2023 — 2026

Graphic Design , Universidade Paulista - UNIP, São Paulo

JANUARY 2012 — DECEMBER 2014

Courses

UX Research, How Bootcamps

DECEMBER 2020 — DECEMBER 2020

Product Discovery, How Bootcamps

JANUARY 2020 — JANUARY 2020

Workshop facilitation, How Bootcamps

OCTOBER 2020 — OCTOBER 2021

Chat GPT

Maze

Handoff

Documentation

Cross-functional

Google Analytics