

Marcelo Martins

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PROFESSIONAL SUMMARY

As a seasoned product design leader, I have a proven track record in hiring and coaching multi-functional UX & UI teams, setting team and budget goals, and leading design thinking processes to deliver high-quality web and mobile products while fostering an innovation culture through individual empowerment and ownership. At CoinZoom, Inc., I collaborate with C-Leadership and other cross-functional leaders to design and implement product roadmaps and prioritize features in an Agile fashion. I'm now seeking a challenging Director of Product Design position to bring in my experience and drive product innovation, enhance user experience, and create design-driven cultures.

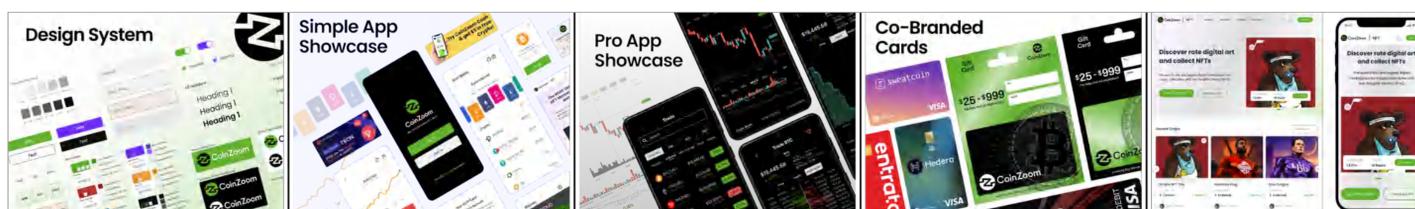
WORK EXPERIENCE & IMPACT

Director, Product Design

CoinZoom, Inc., SLC, UT

Feb 2021 - Current

- Setting the high bar on UX strategy, research & iterative design of web and native digital products;
- Researching, Designing & delivering CoinZoom's NFT Marketplace, and helping with back-end integration;
- Engaging in Design Sprints iterations including storyboarding, ideation, prototyping, usability testing (A/B & multivariate), and data analysis for validating User feedback and delivering converting experiences;
- Inviting team members to Figma jam sessions, and to collaborate on product and feature enhancements;
- Researching, designing, delivering, and deploying CoinZoom's NFT Marketplace;
- Responsible for both the web SEO and mobile app ASO strategies;
- Adding customer feedback and app rating survey to improve app features & increase app store rankings;
- Proactively researching & proposing changes to the App Store & Google Play cryptocurrency native apps by updating the app descriptions, screens showcasing and feature video to increase leads & downloads;
- Sharing findings and product opportunities with other Leaders.



Director of UX

Global Payment, Inc., Lehi, UT

Mar 2014 - Feb 2021

- Collaborated with executive leadership, stakeholders, and various cross-functional teams;
- Translated complex business goals & products into iterative web & mobile features & products;
- Assisted with the product vision, created roadmap & implementation strategy for the UX team;
- Provided design leadership, hired, and coached multi-disciplinary UX & UI team members;
- Discovered & closed skill gaps, and aligned team resources to business needs & expectations;
- Supervised research & discovery sessions to align the product vision to the customer needs;
- Used research, sketching, storyboarding, iterative prototypes, and testing to build data-driven products;
- Worked with Product, Engineering & Marketing to conceptualize & design enterprise SaaS products;
- Championed persona library, design systems, accessibility, & testing guilds across the organization;
- Fostered an innovation culture through individual empowerment, initiative & ownership;



Sr. UX Manager

Merrick Bank, Inc., S. Jordan, UT

Oct 2006 - Mar 2014

- Collaborated with other Leaders to iterate on new products and features;
- Researched and completely redesigned 2 credit card journey flows, including KYC and promotional offers, and generate over \$48.2M in revenue in the first quarter;
- Suggested & used re-marketing strategies to retarget customers who failed to convert during KYC flow;
- Managed the product design of 6 different financial products and 1 mobile app;
- Implemented & managed Google Analytics, Adobe Experience Manager, and Adobe Target;
- Researched, implemented, and managed mass email marketing application & server;
- Responsible for both web analysis and search engine optimization (SEO) strategies.



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WORK EXPERIENCE CONTINUED

Sr. UX Designer

Utah Valley University, Provo, UT

Sep 2001 - Oct 2006

- Collaborated in researching & designing the 1st nationwide aviation degree online;
- Designed pamphlets, brochures, banners, and other collateral materials for different marketing initiatives;
- Attended nationwide student recruiting events, conduct in-person surveys & showcased enhancements;
- Developed branding guidelines, and created a 25-item components library.

Digital Marketing Manager

Alcala Law Firm, SLC, UT

Oct 2004 - Set 2006

- Developed branding guidelines and designed marketing materials;
- Developed & design the company's logo, letterheads, envelopes, business cards, and postcards;
- Designed & maintained website content & increased search engine positioning;
- Managed marketing budget and vendor relationships. Managed contract negotiations and advertising campaigns including Hispanic magazines, phone directories, and radio stations in Utah, Colorado, and Wyoming;
- Participated in local Hispanic events, such as the Cinco de Maio Festival, to market the brand, its products, and services.

Web Designer

Global Web, Draper, UT

Jan 1999 - Feb 2000

- Provided user-centered product design services, including website hosting & tech support;
- Gathered Customer's requirements and goals for designing journey flows that match the business goals;
- Expedited payment processing gateways integration to eCommerce solutions;
- Developed branding and art concepts for web and printing products.

PORTFOLIO SHOWCASE & FIGMA DESIGNS

Design System: <https://tinyurl.com/3hn9b5yt> - Figma

Branding Guidelines: <https://branding.coinzoom.com> - Web

Main Website: <https://www.coinzoom.com> - CMS Contentful

Cash Deposit: <https://cash.coinzoom.com> - CMS WP

NFT Marketplace: <https://nft.coinzoom.com> - Web Responsive

Email Templates: <https://tinyurl.com/4r9a5ff4> - Figma

PRO Mobile App Design: <https://tinyurl.com/2p8m43f8> - Figma

PRO Mobile App Prototype: <https://tinyurl.com/2p8m7h9h> - Figma

PRO Mobile App Store: <https://tinyurl.com/42ubhumu> - App Store

Simple Mobile App Design: <https://tinyurl.com/2ttfewnk> - Figma

Simple Mobile App Prototype: <https://tinyurl.com/mttjxykh> - Figma

Simple Mobile App Store: <https://tinyurl.com/2zzbsdab> - App Store

EDUCATION

BS, Aviation Engineering

Utah Valley University, Provo, UT

Sep 2001-Dec 2005

GPA: 3.88

AS, Computer Science

Ensign College, SLC, UT

Sep 1997-Dec 2000

GPA: 3.4

HARD SKILLS

Design Leadership, Mentoring & Coaching, Information Architecture, HTML5, User Research, Product Strategy, User Interview, Interaction Design, Rapid Prototyping, Usability Testing, User Interface Design, Adobe Creative Cloud, Persona Research, Product Design, Journey Mapping, Journey Flows, Typography, Sketching, SEO, Wireframing, Usability Testing, Design Thinking, User-centered Design, SEM, ASO, Mobile Applications, Product Development, Analytics, Storyboarding, Figma, Team Building, ASP.Net, CSS, SASS, SaaS, Sketch, Invision, Agile, Design Systems

CERTIFICATIONS

- Design Thinking Practitioner, IBM
- Scenarios & Storyboards, LinkedIn
- Strategic Thinking, PMI
- On-Page & Technical SEO Test, SEMRush
- Search Engine Marketing, Bruce Clay Inc.
- Adobe Experience Manager, Adobe

SOFT SKILLS

- I'm a big-picture thinker who loves turning complex ideas into working solutions;
- Ambitions, outcome-driven, delivery-focused & adaptable to any task;
- Empathetic and push for honest feedback, inclusive & meaningful designs;
- Strong at communicating design intent both verbally and visually;
- Passionate about all UX & UI best-practices;