



## ABOUT ME

I bring over 15 years of expertise in UX, Product Analytics, and Strategic Thinking, working across a wide range of sectors, including SaaS, PaaS, and DSaaS.

Driven by data and a passion for emerging tech, I excel at adapting swiftly to new challenges, ensuring that the designs lead in innovation and effectiveness.

## EDUCATION

### HUMAN-COMPUTER INTERACTION FOR UX DESIGN

MIT CSAIL | Certification  
Cambridge, USA (2023)

### USER EXPERIENCE DESIGN

University of Toronto | Certification  
Toronto, Canada (2019-2020)

### BIG DATA

ESPM | MBA Degree  
Sao Paulo, Brazil (2016-2018)

### DESIGN

UFES | Bachelor's Degree  
Vitoria, Brazil (2005-2010)

## MENTORING

### UX MENTOR

CareerFoundry  
Berlin, Germany (2021-2024)

### WORKSHOP FACILITATOR

Conquer School  
Vitoria, Brazil (2016-2018)

### INSTRUCTOR

Wis Education  
Vitoria, Brazil (2016-2019)

# MARCOS REZENDE

Senior UX Designer  
Ottawa, Canada

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## EXPERIENCE

### Senior UX Designer at Microsoft

Vancouver, Canada (Feb, 2024 - Present)

- Transforming employee experience and driving business growth through Viva Connections, powered by Microsoft Copilot AI, with a focus on smooth integration across platforms.

### UX Designer at Qlik

Ottawa, Canada (Aug, 2021 - Jan, 2024)

- Crafted experiences for DSaaS that leverage AI and Machine Learning to enhance visualization, predictive modeling, and data insights while addressing human-centered and technological challenges.
- Ideated products from scratch and improved features that enable users to automate complex business processes using Qlik Automation (PaaS)

### Senior UX Designer at Toptal

San Francisco, USA (Jul, 2021 - Dez, 2023)

- Designed impactful solutions for diverse clients, from early-stage Silicon Valley startups to Fortune 500 firms at Toptal, an exclusive network of the world's top 3% freelancers with a proven track record.

### Lead UX Designer at LeapUX

Ottawa, Canada (Mar, 2021 - Jul, 2021)

- Led design projects and workshops, collaborating cross-functionally with the team to identify pain points and improve user experience through design solutions.

### UX Designer at LeapUX

Ottawa, Canada (Mar, 2020 - Feb, 2021)

- Created UX and UI deliverables to ensure that business expectations are successfully met.
- Collaborated closely with team members to conceptualize the design and prototype ideas for implementation on web-based applications.

### Digital Project Manager at Danza

Vitoria, Brazil (Jan, 2015 - Dec, 2019)

- Led a cross-functional team in a fast-paced creative agency environment, encompassing fields such as user experience, web analysis, planning, research, and web development, utilizing data-driven decision-making to successfully manage multiple tasks and deliver projects on time.

### UX Designer & Strategist at Ancora Digital

Remote (Jan, 2015 - Dec, 2018)

- Analyzed user behavior and research to identify areas of improvement in a product's design.
- Created a roadmap for improving the user experience, which included recommendations for design changes and implementation plans.

### Digital Strategist at Aquatro

Vitoria, Brazil (Apr, 2012 - Dec, 2014)

- Leveraged strategic thinking and market insights to formulate product strategies aligned with business objectives and user needs.
- Demonstrated expertise in providing end-to-end experience across various platforms, ensuring seamless user interactions and consistent brand messaging.

### Web Designer at Prix

Vitoria, Brazil (Mar, 2008 - Set, 2010)

- Created user interfaces and web-based applications using a variety of tools and technologies, including HTML, CSS, Flash, and WordPress.
- Drove tasks independently, solved challenging problems, and communicated issues and needs clearly.

## PROFICIENCY

### EXPERTISE

User Experience Design  
Product Analytics  
Strategic Thinking  
AI/ML technologies

### TOOLS

Figma  
Sketch  
InVision  
Voiceflow  
Adobe XD  
Adobe Illustrator  
Adobe Photoshop  
Accessible 360  
Full Story  
Pendo  
Hotjar  
Microsoft Clarity  
Google Analytics  
Optimal  
Brizy  
Notion  
Miro

## LANGUAGE

### ENGLISH

Full professional working proficiency

### PORTUGUESE

Native proficiency

### SPANISH

Professional working proficiency

## LINKEDIN



[linkedin.com/in/marcosrezende](https://www.linkedin.com/in/marcosrezende)

References available upon request.

## COMMUNITY ENGAGEMENT

### Volunteering

Design Director at Connected Canadians - Ottawa, Canada

- Worked with partners such as Amazon, Adobe, Deloitte and the National Gallery of Canada.

### Speaking

Talks, Workshops and Interviews

- Miro Distributed (Global), IxDA (Vancouver), LinkedIn News (New York), UX Alliance (Global), Users First Podcast (UK), Papo de UX Podcast (Brazil), UX Laurier (Canada) and Tamwood (Canada).

### Writing

UX Articles, Insights and Reviews

- Published articles on UX Collective, UX Planet, LogRocket and Digitalks.
- Revisor of "97 Things Every UX Practitioner Should Know" Book by O'Reilly Media.

## AWARDS & RECOGNITIONS

### Microsoft - Best Fix & Overall Winner / Ireland

Microsoft E+D / Fix-Hack-Learn (2024)

Team Project Involving AI Capabilities.



### Top UX Voice on LinkedIn / Canada

LinkedIn (2023)

Recognition with the top voice badge for my contributions to the community.



### Gold Winner - User Interface / USA

Davey Awards (2023)

User Experience Portfolio.



### Best UX/UI Design - CSS Design Awards | USA

International Web Design and Development Award (2021)

UX Portfolio - Public vote



### UX Case Study published on the Observatory of Public Sector Innovation / France

OECD - OPSI (2020)

Minha Vitória | Gauging Residents' Expectations for the Future of the City.



### Award Winner - Digital

Colibri Awards (2015)

1st place in Digital Category with 'Obstacle'  
(A Digital Campaign on Accessibility for people with physical disabilities.)



### 1st place - Design Competition / Brazil

100 Years of Moscoso Park (2012)

Winning logo in the Brand Contest for the 100th Anniversary of Moscoso Park.



### Top 10 - Talents Design / Spain

Universia & Santander Foundation - Casa de América, Madrid (2010)

E-learning 'Global Warming': 8th best position in the Digital category, competing with 1,685 worldwide submitted design projects.

