

Marco Paulo

product, user experience and design

Award-winning designer and certified scrum professional, researched, designed and built over ten flagship products. Lead several successful product launches, from the first verified user-generated content marketplace to a partnership social video analysis platform with Google Jigsaw used by the Carter Center to research and map military and civic forces during Syria conflict. Worked in market-leading companies such as Esri, Trimble, Storyful, as product designer, head of user experience to product owner, leading design and product teams In Portugal, Ireland, New Zealand, India, Ukraine, Austria and the US, that allowed a diverse multicultural experience.

Personality

Always on the lookout for new and unconventional ideas. Armed with an adventurous attitude and forward-thinking personality, you are all about experimenting with the old and exploring the new.

Traits

High Openness

Creative and inventive individual with a flair for the cutting-edge.

High Agreeableness

Considerate, kind, and generous, always interested in the needs of others.

Moderate Emotional Stability

Can handle in most tough situations, rarely letting adversity get to him.

Founder's Institute profile assessment <https://fi.co/theinnovator>



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experience

Head of Design

Coverflex Aug 2021 - (present)

Head of User Experience

Staffbase Sep 2020 - Aug 2021 (1 year)

Strategic partner with end-to-end vision
Connect design effort with product and business strategy
Process and practice, both internally and cross-functionally
Recruiting and retention strategies
People and performance management
Design Education programs

Product Lead

Sweatcoin Nov 2019 - Apr 2020

Lean product experimentation.
Responsible for optimization and revenue of 4 million users marketplace.
Validate the potential of a paid product for customers.
Market size estimation and analysis, define user segments and personas.
Responsible for driving user behavior change and retention.
Responsible for product section Lifetime Value / Customer acquisition Cost.

Head of Product Design

Global Shares Nov 2018 - Oct 2019 (1 year)

Product owner for new SME product offer.
Define and articulate the company's digital product and user experience strategy.
Communicate design, research findings and customer insights to cross-functional teams and senior leadership.
Facilitate design thinking, journey mapping and collaboration workshops.
Manage user research, including concept testing, usability testing, and analytics.

Product Owner

FocusBC - Google Cloud Partner Jun 2017 - Oct 2018 (1 year 5 months)

Take lead of product team. Lead Agile methodologies adoption across company.
Define product vision, road-map and growth opportunities.
Research and analyze market and users.
Drive innovation into product area.

Product Owner

Storyful Sep 2014 - Mar 2017 (2 years 5 months)

Create and represent the product vision and roadmap.
Continuously engage with customers and users to understand their needs.
Identify market needs and trends.
Backlog definition and prioritisation. Promote continuous improvement of processes.
Mitigate team impediments.
Lead product launches.

Product Designer

Storyful

Define UX guidelines. Helping product owner define the platform features and functionality.

Communicate and promote the rationale behind experience designs and research.

Conduct user research and usability testing.

Collaboration with co-located and remote team members.

Head of UX

Storyful Lead, mentor and inspire product owners and user experience designers.

Establish and articulate a vision for UX that meets their needs through end-to-end customer journeys.

Advocate for data driven product and design decisions.

Curate the team's best practices for human centred design and design methodologies.

Plan, design and conduct in-field, remote and in-house user-centred research

and usability testing sessions to support design and development.

Designer

Storyful

Develop wireframes, flowcharts, working prototypes, design specifications and design assets with documentation of the user experience.

Research and create user stories and journeys.

Design, conduct, and document usability testing.

Conduct qualitative and quantitative user research.

UX Designer

Clavis Insight (Now Edge by Ascential) Mar 2014 - Aug 2014 (6 months)

Interface prototyping and design.

User segmentation and product research.

User experience evaluation research.

Information architecture for big data user interface product.

Ux Designer

Trimble Inc. May 2012 - Feb 2014 (1 year 10 months)

Responsible for user research and design decisions for company products.

Product branding creation.

Company division branding.

Responsible for the app design for web, android, windows mobile and ios.

More detailed information and additional roles

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



First prize award

City apps category 2014

Vodafone big apps



Certified Scrum Product Owner

Certificant ID: 000591160

training and education



Enterprise
Design Thinking
Practitioner



Insights for Innovation
IDEO U - 9482-2297564



Designing for Change
IDEO U - 9482-2297564

Innovation Immersion programme Second Home, London by: various
The Lean Product and Product Innovation Through Ethnographic Research by: various
Scrum Product Owner training and certification by: Peter Stephens, Scrum Alliance
Object Oriented UX workshop by: Sophia Voychehovski
Better Meetings by Design workshop by: Kevin Hoffman
User Interviewing Techniques workshop by: Liz Danzico
Prototyping a Responsive Design workshop by: Jason Cranford Teague
Discussing Design : The Art of Critique workshop by: Adam Connor
Designing Dashboards: The Do's, Don'ts, and D'ohs! workshop by: Hagan Rivers
Designing for Touch workshop by: Josh Clark
Designing Social Interfaces workshop by: Christian Crumlish
Lean UX: Getting Out of the Deliverables Business workshop by: Jeff Gothelf
Information Visualisation: Letting Data Tell the Story workshop by: Noah Iliinsky
Do-It-Yourself Usability Testing workshop by: Steve Krug
Designing with Patterns workshop by: Bill Scott
Visual Design for Web Applications workshop by: David Rivers
Designing Humanity into Your Products workshop by: Bill DeRouchey
Why Designers Fail and What to Do About It workshop by: Scott Berkun
Getting Users to Their Content workshop by: Jared M. Spool
Field Studies: The Ultimate Tool in Your Usability Toolbox workshop by: Kate Gomoll
Demystifying Usability Tests workshop by: Christine Perfetti
Streamlining the User-Centered Design Process workshop by: Carolyn Snyder

2011 Finished the first year of the degree Design and Production
Instituto Superior de Educacao e Ciencias (Lisbon)

2001 Transfer to the second year in Lisbon University
New Media and Communication
Instituto Superior de Tecnologias Avancadas

2000 Degree (unfinished)
Communication and Media
Instituto Superior da Maia

tools and proficiencies

Product Vision Definition
Digital Product Roadmap
User Research
User Interface Design
User Experience Design
Interaction Design
Information Architecture
Creative Direction
Digital Product Launch
Agile methodologies

Atlassian Jira
Atlassian Confluence
Notion
Looker
Optimizely
Heap Analytics
Fullstory
Invision
CSS
HTML
Miro
Sisense BI
Intercom
Abstract
Sketch
Figma
Usability Hub

