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 Siria 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 Zeland, India, Ukraine, Austria and the US, that allowed 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 25% above average
Creative and inventive individual with a flair for the cutting-edge.

High Agreeableness 35% above average
Considerate, kind, and generous, always interested in the needs of others.

Moderate Emotional Stability 15% above average
Can handle in most tough situations, rarely letting adversity get to him.

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experience

Product Lead (remote)
Sweatcoin Nov 2019 - Present

Head of Product Design (distributed team)
Global Shares Nov 2018 - Oct 2019 (1 year)
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
Facilitate design thinking, journey mapping and collaboration workshops

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

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

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

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)

Product lead designer, interface prototyping and design.

User segmentation and product research.

User experience evaluation research.

Information architecture for big data user interface product.

Ux Designer

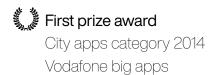**Trimble Inc.** May 2012 - Feb 2014 (1 year 10 months)

Product lead designer

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

First prize award
City apps category 2014
Vodafone big apps

Certified Scrum Product Owner
Certificant ID: 000591160

training
and education

Innovation Immersion programme Second Home, London by: various

The Lean Product and Product Innovation Through Ethnographic Research by: various

Certified Scrum Product Owner 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 by:Adam Connor

Designing Dashboards: The Do's, Don'ts, and D'ohs! by:Hagan Rivers

Designing for Touch by: Josh Clark

Designing Social Interfaces by: Christian Crumlish

Lean UX: Getting Out of the Deliverables Business by: Jeff Gothelf

Information Visualisation: Letting Data Tell the Story by: Noah Iliinsky

Do-It-Yourself Usability Testing by: Steve Krug

Designing with Patterns by: Bill Scott

Visual Design for Web Applications by: David Rivers

Designing Humanity into Your Products by: Bill DeRouchey

Why Designers Fail and What to Do About It by: Scott Berkun

The Scent of Information: Getting Users to Their Content by: Jared M. Spool

Field Studies: The Ultimate Tool in Your Usability Toolbox by: Kate Gomoll

Demystifying Usability Tests by: Christine Perfetti

Streamlining the User-Centered Design Process 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