

Lead Product Designer with 10+ years of experience designing and shipping user-centered digital products. Strong background partnering with Product and Engineering to solve complex problems, influence roadmap decisions, and deliver scalable solutions across B2B, SaaS, and regulated environments.

CORE SKILLS

Product Design

Product Discovery • UX Strategy • User Research • Information Architecture • Interaction Design • UI Design • Design Systems • Prototyping • Usability Testing • Accessibility • Stakeholder Collaboration

Leadership

Design Ownership • Cross-functional Collaboration • Roadmap Influence • Mentorship (informal) • Design Standards • Decision-making & Trade-offs

Tools

Figma • Adobe Photoshop • Adobe Illustrator • InVision • Webflow

Technical Foundation

HTML • CSS / SASS • JavaScript • PHP • Git • Webflow • Laravel • WordPress • Bootstrap • MySQL • Linux • AWS • Google Cloud

PROFESSIONAL EXPERIENCE

Matchwell (Medical Solutions Company) — Senior Product Designer (Lead / Sole Designer) **12/2022 – Present**

Lead and sole product designer for a healthcare staffing platform, owning end-to-end design from discovery through delivery in a regulated environment.

- Partner closely with Product Managers and Engineering to define problem spaces, shape roadmap priorities, and evaluate trade-offs between user needs, business goals, and technical constraints.
- Led discovery efforts including user interviews, workflow analysis, and usability testing to uncover friction points in job applications and timesheet submissions.
- Designed and launched a redesigned Work App experience focused on clarity, accessibility, and confidence across critical clinician workflows.
- Translated complex and ambiguous requirements into clear product direction through user flows, wireframes, high-fidelity designs, and interactive prototypes.
- Established and maintained reusable design patterns and components, improving consistency and accelerating delivery across the platform.
- Supported engineering with detailed design documentation, implementation guidance, and continuous collaboration, reducing rework and design debt.

Results & Impact

- Drove a 50%+ increase in job applications following the launch of the redesigned Work App.
- Contributed to a significant reduction in support tickets related to job applications and timesheet submissions.
- Received consistent positive qualitative feedback from clinicians, who reported the app felt noticeably easier and more intuitive to use.
- Reduced onboarding friction, with fewer questions from new users and faster task completion without manual assistance.
- Support and Operations teams reported increased user confidence and decreased reliance on operational support to complete core tasks.

Luxury Presence – Senior Product Designer Engineer

04/2022 – 12/2022

- Led UI development for high-traffic real estate websites used by thousands of customers.
- Owned the design and implementation of reusable templates, improving scalability and speed of delivery.
- Collaborated with product and engineering teams on a new UI for an internal website builder.
- Improved overall user experience by refining layouts, interaction patterns, and visual consistency.

3Nos Agency – Product Designer Engineer

07/2015 – 03/2022

- Led end-to-end website projects across multiple industries, acting as the primary design owner.
- Partnered directly with clients to define goals, scope, timelines, and deliverables.
- Designed user-centered experiences and visual systems to strengthen brand consistency and usability.
- Managed multiple projects simultaneously, balancing business needs, user experience, and technical feasibility.
- Built long-term relationships with enterprise clients such as Unimed and Magex Technologies, contributing to repeat business and high satisfaction.

Earlier Career (Brazil)

UI/UX Design & Development Roles — 2007 – 2015

SitesClub • CityBest • 2XT Software House

- Led web design, UI/UX, and front-end development initiatives across diverse industries.
Built strong foundations in design systems, client collaboration, and technical execution that continue to inform product design work today.

EDUCATION & CERTIFICATIONS

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- Bachelor's degree in System Information – COTEMIG College – Brazil

2010

PORTFOLIO

marcusferraz.me