

Marcus de Souza Marcos

Senior Product Designer | Design Systems

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PROFESSIONAL SUMMARY

Since 2013, I've been designing digital products for companies in Brazil and abroad, helping turn complex problems into clear, user-centered experiences.

I work across the entire product design lifecycle, from discovery and user research to interface design, prototyping, and delivery, collaborating closely with product, engineering, and clients to align goals, constraints, and solutions. I use generative AI tools (Claude, ChatGPT, Figma Make) daily across different stages of this process.

I have strong experience in interface design and in building scalable design systems that support growing products and teams. I care deeply about consistency, accessibility, and efficiency, ensuring design decisions help teams move faster while creating long-term value for both users and organizations.

WORK EXPERIENCE

Oct 2025 - Present

Senior Product Designer, Wave

São Paulo

At Wave, I've been working with Algar, one of Brazil's largest telecommunications and technology groups, contributing to digital products used at scale by both consumers and enterprise clients. I'm involved in both the consumer app and the B2B platform, operating at the intersection of business, design, and delivery.

I collaborate closely with the client's business teams and internal product and engineering partners to turn complex requirements into clear, practical product decisions. In parallel, I contribute to a company-wide, multi-brand Design System initiative, helping build foundations that scale beyond a single product or brand.

Jun 2025 - Sep 2025

Senior UX Designer (Short-term project), Monks

Colombia (Remote)

Worked as a Senior UX Designer (Contract) at Monks, playing a key role from the very beginning of the project. I led the initial phase by gathering information, organizing meetings, and aligning expectations to ensure clarity on what needed to be delivered and how. Beyond design, I coordinated workstreams, provided weekly visibility, and kept stakeholders aligned. A key highlight was the integration of AI (Figma Make) into the deliverables, bringing innovation and bridging design and code more effectively.

- Created and evolved a structured design system in Figma, with documentation of tokens (colors, typography, spacing, components)
- Conducted weekly check-ins with stakeholders to present progress and align expectations
- Used AI (Figma Make) to generate initial component code, enabling more realistic previews and providing a starting point for developers
- Partnered closely with developers to ensure consistency between design and code

This role allowed me to combine strategic vision, hands-on execution, and innovation, delivering not only components and documentation but also clear processes and the use of AI as a key factor to bring designs to life.

Mar 2022 - May 2025

Senior UX Designer, Questrade Financial Group

Toronto (Remote)

Lead designer of Questrade's Design System, focusing on the development and maintenance of reusable components for products like Customer Portal and QuestMobile.

- Managing the Design System roadmap to ensure scalability and meet the diverse needs of cross-functional teams while maintaining visual consistency
- Creating new components and continuously improving existing ones based on accessibility and responsiveness standards
- Collaborating with product and engineering teams to ensure efficient component implementation
- Supporting the adoption and documentation of the Design System across multiple squads and initiatives

Sep 2021 - Mar 2022

UX/UI Designer, Vizir

São Paulo (Remote)

Contributed to building a scalable and consistent Design System for enterprise clients including Natura and C&A.

- Designed and documented reusable UI components
- Ensured design-development alignment across teams
- Applied UX best practices to enhance both internal and client-facing products
- Supported the use of the Design System across multiple ongoing projects

Nov 2013 - Sep 2021

Lead UX Designer, Tecimob

Tubarão

Led the design and continuous evolution of the company's flagship real estate software.

- Oversaw two product redesigns that improved task success rate by 25% and reduced support tickets by 30%
- Created user flows, prototypes, and conducted usability tests with real estate agents
- Proposed innovations based on user feedback and usage metrics
- Established a consistent and brand-aligned visual language

EDUCATION

Jul 2015 - Jul 2020

Bachelor’s degree, Marketing and Advertising

Tubarão

Universidade do Sul de Santa Catarina (Unisul)

SKILLS

Design System Governance	Interaction Design & Prototyping
AI-assisted Design Workflows	Information Architecture
Component Libraries & Design Tokens	Wireframing & User Flows
Accessibility & Inclusive Design (WCAG)	Responsive & Mobile-first Design
Design for Complex Systems / Dashboards	Cross-functional Collaboration
Stakeholder Communication & Management	DesignOps & Process Optimization
UX Strategy & Product Thinking	Agile / Scrum Methodologies
User Research & Usability Testing	

LANGUAGES

English	Fluent	Portuguese	Native speaker
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DESIGN TOOLS

Figma, FigJam, Sketch, Adobe XD, Zeroheight, Notion, Jira, Confluence, Miro

AI TOOLS

Claude, ChatGPT, Figma Make

CERTIFICATIONS & COURSES

User Research – Methods and Best Practices,
Interaction Design Foundation