Marcelo Zem

User Experience Designer

UX/UI Designer, UX Researcher, specializing in Generative AI & Cybersecurity UX for Banks

I am ambitious to the point where recently I found several UX breaches in banks and governmental systems. Focusing on the UX research of cybersecurity for banks, I have connected with several IT security specialists to ensure that we create a safer place for customers in the future due to the generative AI technology scams.

▶ [Cybersecurity for Banks Research Link](#)

Experience

Product Designer and Front-end Developer
Reeven Store, Part-time, Feb 2018-2024 (6,3 years)
Partnered with renowned YouTubers with millions of followers to establish a successful e-commerce business. Coordinated thousands of customers to drive profitable sales in a B2B and B2C business model, being responsible for the entire life cycle.

User Experience Designer, Researcher
Mercats StartUp, Full-Time, Oct 2015 - 2017 (2,3 years)
Led the development of the Mercatz App, innovating the online grocery marketplace. Researched user needs and crafted user-centric features to establish seamless experiences for online grocery shopping.

Projects

Code Economy NFT Project
X Capital Bank, Freelance, Apr 2021-2022 (11 months)
The Code Economy NFT was a project I developed in partnership with a WEB3 investment bank in Florianopolis, Brazil. As a freelancer, I was given complete freedom to develop a brand identity for all stages of the project.

Retail Web Design and Social Media Managment
Green Grif Store, Freelance, Apr 2017-2021 (3,6 years)
A B2C and B2B business that I developed in partnership with a retail business warehouse. As a freelance web developer and designer, I crafted stable, flexible, and responsive websites.

Education

XP Institute of Management and Information Technology 2018-19
MBA in Interaction Design - Lean UX. UI - User Interface development. UX - User Experience estrategies

University of Unimep, San Paolo, Brazil 2011-14
Graphic Design

Certification

Start the UX Design Process: Empathize, Define, and Ideate
Google Carrer Certificate - Coursera

Foundations of User Experience (UX) Design
Google Carrer Certificate - Coursera

Build Wireframes and Low-Fidelity Prototypes
Google Carrer Certificate - Coursera

Agile Project Management
Google Carrer Certificate - Coursera

Let´s Connect

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Skills

User research and user strategy
Wireframing
User testing
Prototyping
UI design
Responsive web design
Interaction design
Video editing & production
Creative strategy
HTML & HTML5
Front-end Development

Tools

Figma
Sketch
Zeplin
Miro
Framer
Photoshop
Illustrator
Adobe XD
Adobe Cloud
SEO Analytics
UIzard AI
ChatGPT Prompting
MidJorney Prompt Design
Stable Diffusion AI

Languages

English
Professional working proficiency
Italian
Professional working proficiency
Portuguese
Native Speaker