

Marcelo Zem



A passionate and innovative User Experience Designer with a strong background in art and a deep appreciation for emerging technology. I am dedicated to inspiring creativity and pushing the boundaries of design through the transformative power of generative AI. With a keen eye for detail and a commitment to user-centric design. My goal is to leverage AI tools and techniques to enhance the user experience, create visually captivating designs, and establish impactful collaborations that drive exceptional outcomes. I am committed to pushing the boundaries of creativity and efficiency, delivering remarkable work that leaves a lasting impression.

Experience

User Experience Designer and Ux Researcher

Mercatz StartUp, 2015-2017 (2 years)

Led development of Mercatz app, innovating online grocery marketplace. Researched user needs, crafted user-centric features. Goal: Establish trusted platform, personalized shopping, seamless experiences. Manage end-to-end project lifecycle, collaborate for compelling app interface.

UX Designer, Illustration and E-Commerce development

Reeven Store, Full-Time, Oct 2018-Present (4 years 9 months)

Developed and managed Reeven Store, partnering with renowned YouTubers with million of followers to establish successful e-commerce ventures. Leveraged creative strategies, customer influence, and vast followership to drive profitable sales of thousands of products. Utilized generative AI images with programs like Midjourney and Stable Diffusion to enhance and expedite artwork creation processes, improving efficiency and visual quality.

Education

MBA in Interaction Design -XP Institute of Management and Information Technology

Interaction Design - Lean UX. UI - User Interface development. UX - User Experience strategies. Design Thinking

University of Unimep, San Paolo, Brazil

Graphic Design Certificate

Certifications

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 - Enrolled

Google Carrer Certificate - Coursera

Let's connect

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Skills

User Experience Design (UED)

AI product design

Script Designer

E-Commerce Marketing

UX research

Rapid interface prototyping

Presentations and speaking

Creative strategy

Data Analysis

Video editing & production

Tools

Figma

Adobe Xd

Adobe Photoshop

Adobe Illustrator

Adobe Premiere Pro

OpenAI

Stable Diffusion AI

Midjourney AI