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www.marcelopampanini.com.br
(Product Designer Portfolio)

www.behance.net/pampanini
(UI and Art Director Portfolio)

Core Skills

UI Design:

Design systems, Figma, prototyping, component libraries, visual hierarchy, accessibility

UX Design:

Wireframing, user flows, usability testing, heuristics, UX writing, interaction design

Tools:

Figma, Adobe XD, Miro, Notion, Zeplin, Jira, Trello, Illustrator, Photoshop, After Effects

Soft Skills:

Cross-functional collaboration, design leadership, agile methodologies, stakeholder communication

Certifications

- Product Discovery (PM3)
- UX Strategy MIAMI - Diverging & Converging Ideas
- Product Leadership (Tera)
- Usability Testing
Measuring and Delivering Results
- Generative AI Future Minds -ZUP
- Prompt Engineering - ZUP

Marcelo Pampanini

UI & Product Designer | Visual Designer
Triq Il-Bahar L-Iswed, St Julians STJ 1853 - Malta

Summary

Creative and detail-oriented UI & Product Designer with over nine years of experience blending visual design, user experience, and strategy across tech, finance, and e-commerce industries.

Proficient in design systems, prototyping, and user-centered problem-solving, I specialize in creating intuitive digital products that balance usability, business goals, and aesthetics.

Known for a collaborative mindset, agile workflow, and ability to transform complex challenges into elegant, functional interfaces. Always eager to innovate, learn, and contribute to exceptional digital experiences.

Background

Zup Innovation | Itaú Product

Designer

June 2022 - Present

São Paulo - Brazil

- Designed end-to-end digital solutions for Itaú, one of Latin America's largest banks.
- Delivered intuitive UI for complex financial systems, ensuring visual consistency and accessibility.
- Collaborated with product owners, developers, and stakeholders to align design with business KPIs.
- Led design reviews, prototypes, and usability testing sessions to validate new experiences.

Facily

Product Designer (Logistics Tribe)

January 2022 - April 2022

São Paulo - Brazil

- Created UX/UI solutions for the logistics and delivery platform, optimizing order and route flows.
- Designed components and interaction patterns for improved performance and consistency.
- Worked closely with PMs and dev teams under an agile framework.

Education

- Caelum UX & Usability for Mobile and Web (2020)
- PUC-Campinas – Bachelor's in Advertising and Communication (2010–2014)

Languages

English: Upper Intermediate

Portuguese: Native

Venturus - Apple

UI/UX Designer

August 2021 - January 2022

Campinas, São Paulo, Brazil

- Designed and tested scalable product interfaces for a Silicon Valley tech company.
- Conducted user interviews, created wireframes, and validated solutions through usability testing.
- Facilitated design reviews to ensure UI accuracy and smooth developer handoff each sprint.

Assertiva

Product Designer | UX Designer

November 2020 - August 2021

Campinas, São Paulo, Brazil

- Owned the full UX process for internal back-office tools used by the operations team.
- Conducted research and applied design thinking methodologies to optimize workflows.
- Built high-fidelity prototypes with animated micro-interactions for a smoother dev handoff.

Arpejo Design

Senior Visual Designer

June 2020 - November 2020

Campinas, Sao Paulo, Brazil

- Led the design and visual execution of digital and advertising projects for multiple brands.
- Created website and app interfaces with a strong focus on usability, layout composition, and responsive design.
- Developed cohesive visual identities for campaigns, ensuring brand consistency across online and offline touchpoints.

Portal Publicidade

Senior Art Director | Visual Designer

June 2013 - March 2020

Campinas Area, Brazil

- Designed complete campaign ecosystems, from concept to delivery, including landing pages, social media, and print materials.
- Collaborated with developers and marketing teams to translate creative ideas into functional digital experiences.
- Applied visual storytelling and UI principles to strengthen user engagement and brand presence.