

MARCUS FERRAZ LEITE

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Lead Product Designer with 10+ years of experience leading product design in cross-functional teams, partnering with Product, Engineering, and stakeholders to deliver scalable, user-centered solutions.

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**

- Act as **sole and lead product designer** for a healthcare staffing platform, owning end-to-end design from discovery to delivery.
- Partner closely with Product Managers and Engineers to define problems, shape roadmap priorities, and balance user needs with technical constraints.
- Lead discovery efforts including user interviews, workflow analysis, and usability testing to inform product decisions.
- Design intuitive, accessible experiences for a regulated healthcare environment, improving clarity and ease of use for clinicians and facilities.
- Create and maintain design patterns and reusable components to ensure consistency and faster delivery.
- Support engineering with high-fidelity designs, clear documentation, and implementation guidance, reducing rework and design debt.
- Collaborate with multiple stakeholders to balance business goals, user needs, and technical constraints.

Luxury Presence — Senior UI Developer

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 — Senior UI/UX Design and Developer

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.

SitesClub – Brazil – Senior UI/UX Design and Developer **04/2013 – 07/2015**

CityBest – Brazil – Senior UI/UX Design and Developer **08/2010 – 04/2013**

2XT Software House – Brazil – Senior Web Designer **07/2007 – 08/2010**

VOLUNTEER WORK

JAMI - Gospel Mission on Mozambique, Africa – Missionary **2007**

EDUCATION & CERTIFICATIONS

- **Bachelor's degree in System Information – COTEMIG College – Brazil** **2010**

PORTFOLIO

marcusferraz.me