

Gerson Marques

Product Designer | UX/UI Designer

Campina Grande, Brazil | Open to opportunities

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SUMMARY

Product Designer with 10+ years of experience shaping digital products from discovery and strategy through UX and UI. Brings a multidisciplinary background spanning education, fitness, finance, commerce and immersive experiences. Partners with product and engineering teams to connect user needs with business priorities, including work for global organizations.

PROFESSIONAL EXPERIENCE

CI&T | Senior Product Designer | May 2022 - Sep 2026

- AB InBev: partnered with product and engineering teams across BEES Force, BEES Customer and admin platforms to evolve user experiences and align design decisions with business priorities.
- Culligan Quench: redesigned the corporate portal and purchasing experience, modernizing the visual design and addressing usability needs in line with business goals.
- Spark: collaborated with product and engineering on an AI-first platform that turns sector intelligence into business opportunities, supporting sales executives in strategic client conversations.

Capgemini | Senior Product Designer | 2020 - 2022

- Banco do Brasil: worked within a design squad to evolve mobile apps, websites and ATMs for individual and business customers, aligning experience improvements with user needs and business objectives. Scope spanned financial management, Open Finance and digital security.

SENAI | Product Designer | 2017 - 2020

- Led end-to-end design on client engagements across education, corporate services, museums and fitness. Delivered websites, apps, software, AR/VR experiences and games, adapting design approaches to each client's context and goals.

Earlier experience

- Cactus Studio | Freelance Game Designer | 2016 - 2017: ran a freelance business and created casual games featured in the portfolio.
- DTCOM | Freelance Technical Writer | 2018 - 2019: game design educational content. Innover | Graphic Designer | 2013 - 2014: branding and visual communication.

SKILLS AND TOOLS

Product Design, UX Design, UI Design, User Research, Product Discovery, Interaction Design, Information Architecture, User Flows, Wireframing, Prototyping, Usability Testing, Visual Design, Design Systems, Stakeholder Collaboration. Tools: Figma, Miro, Sketch, Jira, Adobe Illustrator, Photoshop.

EDUCATION

Technology Degree in Digital Games | Unifacisa

Postgraduate Specialization in Mobile Development | Estácio

SELECTED COURSES

Shift Nudge - UI Design | Google - UX Design Certificate | PM3 - Product Design

Design Circuit - UX Design | Insany - UI and AI Boost

Intuitive Pixel - Boas Práticas e Técnicas Aplicadas a UI/UX

EF - Level 13 Advanced (CEFR C1) | Anthropic - Claude 101 (Certificate of Completion)

LANGUAGES

Portuguese: native | English: advanced