

MARCIO OLIVEIRA SILVA

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As a Design Researcher I contribute to and conduct top-quality research activities including lab studies, surveys, design sprints, literature review, field research, and any form of domain, formative, and evaluative research to inform designers and non-designers alike on multiple aspects of what makes people tick.

SERVICE DESIGN RESEARCHER (CONTRACTOR) • FANNIE MAE

WASHINGTON - DC, SEP 2018 - PRESENT

My work spans across several of Fannie Mae's products and services. I am encouraged to identify new opportunities for improvement of their products and services, digital tools and ways of work through human-centered research (quantitative and qualitative methods including interviews, observations, benchmark studies, surveys, and testing). I'm responsible to proactively build and maintain partnerships with stakeholders via oral presentations, data visualization tools (journeys, maps, personas, wireframes, etc.) and periodic reports.

USER EXPERIENCE RESEARCHER AND DESIGNER • INDEPENDENT

NEW YORK CITY, JAN 2015 - SEP 2018

Helping organizations to create/ improve products and services, explore new markets or just pivot their organizational culture. Here, the human-centered principles govern the design processes, team culture, and team organization. Innovation models are applied for clients from diverse industries such as technology, retail, finance, health, entertainment, and R&D.

PART-TIME FACULTY • PARSONS, THE NEW SCHOOL OF DESIGN

NEW YORK CITY, AUG 2016 - DEC 2018

Teaching various approaches to the integration of innovation and research methods. By introducing students to the nature of design research, they gain experience on how to provide actionable insights that combine business goals and customer needs.

R&D Methods class - Students apply design research through a series of mini-projects, conducting research outside the classroom and engaging users and experts to share their perspective on research and design.

Creative Team Dynamics class - Students learn effective team-building and collaboration tools, including time-management, leadership and conflict resolution skills.

LEAD USER EXPERIENCE DESIGNER AND RESEARCHER • MOEDA, FINTECH

NEW YORK CITY, OCT 2017 - APR 2018

Working at a FinTech startup that uses the blockchain technology to power up their P2P social impact solutions. Responsible to integrate the Lean User Experience principles to the product-development life cycle process and to run the user experience design and research effort. The work required to create cross-functional groups involving multiple disciplines in order to broader perspectives, collectively illuminates a wide range of needs, and creates interaction between product managers, developers, QA engineers, designers, and marketers. By instigating conversations early and often, the team was aware of everyone's ideas and kept the user at the heart of the product/ service making. Several design tools were applied, such as Ethnography, Persona creation, Service Design Blueprint, and more.

PROJECT MANAGER • INTER-AMERICAN DEVELOPMENT BANK (IDB)

BRASILIA, BRAZIL. AUG 2012 - DEC 2014

Using human-centered design to create strategic solutions to maintain projects within scope and budget, and anticipate needs and requests from stakeholders. I was responsible to regularly report and keep the leadership team informed about the portfolio and individual projects activities, risks and progress. Liaison with internal and external stakeholders, including government partners, civil society and private sector, to discuss, strategize and plan in a collaborative fashion to find practical applications and contributions to country and sector strategies.

ADVISER • MISSION OF BRAZIL TO THE UNITED NATIONS (DELBRASONU)

NEW YORK CITY. MAY 2012 - JUL 2012

Advising for the Brazilian diplomatic body to the United Nations in New York during dialogs and negotiations on the Rio +20 resolution - The Future We Want

PROJECT MANAGER • NEWS AGENCY FOR CHILDREN'S RIGHT (ANDI)

BRASILIA, BRAZIL. NOV 2009 - DEC 2009

Applying social research methods to understand policy issues and anticipates needs and requests from children's rights stakeholders and media agencies in Brazil.

PROJECT ASSISTANT • INDICA

BRASILIA, BRAZIL. JUL 2009 - OCT 2009

I was part of the project design and coordination team, responsible to implement periodic educational actions to promote social engagement and rights awareness in vulnerable communities and public schools. This project was funded by UNESCO's program for children's protection in public schools in Brazil.

PROJECT ASSISTANT • ROYAL CARIBBEAN CRUISES, LTD.

MIAMI, USA. SEP 2007 - MAY 2008

Management support for the environmental education program for kids and teenagers.

PROJECT ASSISTANT • ELECTRIC POWER PLANT OF NORTHERN BRAZIL (ELETRONORTE)

AMAZON, BRAZIL. AUG 2005 - DEC 2006

Part of the project design, implementation and evaluation team, I was in close collaboration with a multidisciplinary team responsible to apply social and behavioral research methods, and conduct analysis on social, economic and environmental factors, to suggest sustainable economic solutions in rural communities in the Amazon forest.

SOFTWARE AND RESEARCH SKILLS

Adobe Creative Cloud, Sketch, Axure, InVision Studio, Qualtrics, Qualitative Ethnographic Methods, Dataviz.

AWARDS

Exemplary Innovation Project - Parsons, The New School. 2017

Dean's Merit Scholarship - Parsons, The New School. 2015

SOCIAL ENGAGEMENT

Heritage of Pride INC | Civil Rights and Social Action | Head Section Leader for the NYC Pride March 2015 - 2019

Save the Children - | Data modeling and ethnographic analyses for a program in Uganda | June, 2015

EDUCATION

MSc in Strategic Design and Management | Parsons, The New School of Design | Class 2017

Certification in Mediating Disputes | Harvard Law School | Class 2013

B.A. in Biology - emphasis in Behavioral Science | Class 2004