

MARCIO OLIVEIRA SILVA

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UX designer and researcher, a process evangelist, a generator of insights, a purveyor of context, and a creative ideation enthusiast. Adept of Service Design to seize the vision, strategy and business objectives.

Keywords: UX / UI, Blockchain, Agile, Strategy, Business, DesignOps, Design Methods.

Proficient: English, Spanish, Italian, and Portuguese

UX RESEARCHER AND DESIGNER • INDEPENDENT

NEW YORK CITY, 2015 - PRESENT

Helping organizations to develop and execute web UX strategy, vision and roadmap aligned with business objectives. Here, the UX principles govern design processes, team culture, and team organization. Innovation models have been applied for clients from diverse industries such as tech, retail, finance, health, entertainment, and R&D. Clients: IDB, Brazilian Federal Bank, Ribbon Startup, SocialBlock Blockchain Solutions.

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

NEW YORK CITY, 2016 - PRESENT

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

LEAD UX 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 UX principles to the product-development life cycle process and to run the UX design and research. 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 having these 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)

WASHINGTON - DC AND BRASILIA, BRAZIL. AUG 2012 - DEC 2014

Developing financial products for government clients. Conducting user research and interviews and compiling findings into meaningful insights. Creating user journey maps with a focus on key personas, user interaction flows, and personalization. Working with in-house agencies.

ADVISER • PERMANENT MISSION OF BRAZIL TO THE UNITED NATIONS

NEW YORK CITY, APR 2012 - AUG 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

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 - 2018

Save the Children - NGO | 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 Behavioral Biology - emphasis on human interaction and the environment | Class 2004