

Marcelo Barduk

Senior Product Designer | São Paulo, Brasil

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Languages: Portuguese (Native), English (Advanced/Fluent), Spanish (Intermediate)

Professional Summary

Senior Product Designer with over 10 years of experience across fintech, insurance, healthcare, gaming, and e-commerce. Specialist in user-centered, evidence-based product design, combining deep research with strategic product thinking to create high-impact solutions.

Data-Driven Design

User Interviews: Planning and facilitation of qualitative interviews to extract deep needs and mental models.

Usability Testing: Planning and execution of tests to validate design hypotheses and identify friction points in the user journey.

Surveys & Quantitative Research: Creation and analysis of surveys to validate trends and behaviors at scale.

Desk Research: Secondary research for market analysis, design trends, and technology references.

Structured Benchmarking: Competitive benchmarking organized in UX flows to identify best practices and differentiators.

Behavioral Analysis: Behavioral analysis using session recordings and heatmaps to optimize conversion.

Jobs To Be Done (JTBD): Application of the JTBD framework to identify the core tasks users are trying to accomplish.

Insight Synthesis: Synthesis of qualitative and quantitative data into actionable product recommendations.

Opportunity Mapping: Mapping product opportunities based on gaps in user needs.

Skills & Tools

Research & Discovery:

User Interviews, Usability Testing, Surveys, Desk Research, Competitive Benchmarking, Behavioral Analysis (Hotjar, Clarity), JTBD, Insight Synthesis, Opportunity Mapping

Design & Prototyping:

Figma (Advanced), Journey Mapping, Service Blueprinting, Design Systems, Interactive Prototyping

Data & Analytics:

Power BI, Google Analytics, Mixpanel, Funnel Analysis, Session Recording Analysis

Experience

Brasilprev S/A — Nov 2019 – Present

Senior UX/UI Designer — São Paulo, Brasil

- Led end-to-end product design for pension and investment products
- Conducted research initiatives including interviews, usability testing, and surveys
- Synthesized research insights into product opportunities and UX improvements
- Performed desk research on financial market trends and benchmarking

Entain — Jun 2019 – Nov 2019

Senior Product Designer — Gibraltar

- Designed experiences for sports betting and online gaming platforms
- Applied usability testing to validate betting flows and retention mechanics
- Facilitated research sessions with international users

Dr. TIS — Jan 2018 – Mai 2019

Head Designer — São Paulo, Brasil

- Led design strategy for medical imaging and telemedicine solutions
- Conducted interviews with healthcare professionals to understand clinical workflows
- Applied the JTBD framework to identify physicians' core tasks
- Synthesized findings into product recommendations for the board

APIS Healthtech — Apr 2016 – Jan 2017

Senior UX/UI Designer — São Paulo, Brasil

- Designed iOS and Android applications for remote healthcare
- Conducted usability testing on mobile healthcare flows
- Applied surveys to measure user satisfaction and NPS
- Used behavioral analysis to optimize appointment scheduling journeys

Minuto Seguros — Dec 2015 – Apr 2016

Senior UX Designer — São Paulo, Brasil

- Managed the auto insurance quoting portal and customer experience
- Led desk research and competitive benchmarking in the insurance sector
- Conducted user interviews to understand pain points in the purchasing process

OMNI55 — Feb 2014 – Nov 2015

Senior UX Designer e Branding — São Paulo, Brasil

- Created e-commerce and marketplace experiences for major brands
- Applied structured benchmarking to analyze competitor purchase flows
- Used behavioral data to optimize shopping and checkout journeys
- Conducted usability testing to improve conversion performance

Education

Anhembi Morumbi, São Paulo

Bachelor's Degree in Digital Design | Jan 1999 – Dec 2003

Universidade São Judas Tadeu, São Paulo

Technical High School in Advertising | Jan 1991 – Dec 1993

TERA, São Paulo

UX Bootcamp: End-to-end UX Process Immersion | Jun 2017 – Jul 2017