

Marcelo Andrade



UX Designer with a photographer's eye and the agility of AI.

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Born 06/22/1981

About.

I research, prototype and test at the speed of AI, with judgment and decisions always in my hands. Twenty-four years of graphic design and photography build what pleases the eye, while I design experiences that make sense for the people who use them and for the business.

Skills.

UX & Product Design

Creating user-centered digital experiences.

Research & Strategy

User Research, JTBD, problem framing and product strategy.

UI & Visual Design

Interfaces, visual systems, typography and art direction.

Prototyping & Design Systems

Figma, flows, prototypes.

AI & Innovation

Applying Artificial Intelligence to the design process and solution development.

Experience.

Designer UI / Web

03/2004 — present

Print and digital design projects, mainly websites and branding, for clients such as Unimed SC, Hospital Divina Providência and Faccio BSM.

Photographer, Marcelo Andrade Wedding Photography

01/2011 — present

Wedding photography. Natural, authentic, vibrant and timeless images.

marceloandrade.com ↗

Education.

Degree

BA in Graphic Design

Univille, Joinville, Brazil
2004

Extension

Photography

London Academy of Radio,
Film and TV
2009

Courses

Foundations of User Experience (UX) Design

Google
2024

In progress

Google UX Design Certificate

Google
Expected 2026