Marcelo Andrade

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

I research, prototype and test at the speed of AI, while every judgment call stays mine. Over twenty years in graphic design and photography taught me what makes people stop and look. Now I design experiences that make sense for the people who use them and for the business.

marceloandrade.design marcelo@marceloandrade.com +55 51 99171-4100 LinkedIn Born 06/22/1981

Background.

UX Designer, independent projects — 2026 — present

Currently building K Factor, an app for social event planners.

UI / Web Designer, independent — 2004 — present

Websites and branding for clients including Unimed SC, Hospital Divina Providência and Faccio BSM.

Photographer, Marcelo Andrade Fotógrafo — 2011 — present

Documentary photography: observing people under pressure and reading what matters to them. marceloandrade.com ↗

Skills.

Research

User research
Usability testing
Heuristic evaluation
Jobs to be done
Problem framing
Lean UX

Design

Information architecture
Wireframes & prototyping
UI & visual design
Design systems
Accessibility (WCAG 2.2)
UX writing

AI in my process

Research synthesis
Ideation
Coded prototypes
Front-end handoff

Tools

Figma
Claude
Photoshop
Lightroom
Premiere

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

