



# Marcelo Paiva

Product Designer / Educator

## About

Extensive leadership with designers and front-end developers, while enabling a healthy creative environment and a culture of knowledge sharing.

## Contact

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- http://paiva.cc

## Tools & Passion

- Clear direction to motivate
- Hand sketching to collect ideas
- Rapid prototyping to validate
- Have fun with Sketch App
- Efficiency with Node & React
- Don't repeat yourself mantra
- User testing in small sizes

## Recent Activities

### CROSS.TEAM, INC. - CO-FOUNDER

Cross.Team is a project focused on properly educating Entrepreneurs and Executives about User Experience (UX), Rapid Prototyping and Interface Design best practices. I am responsible for researching new industry practices, developing the curriculum program and presenting the workshops over the weekends.

### IRON HACK - CURRICULUM DEVELOPER, EDUCATOR

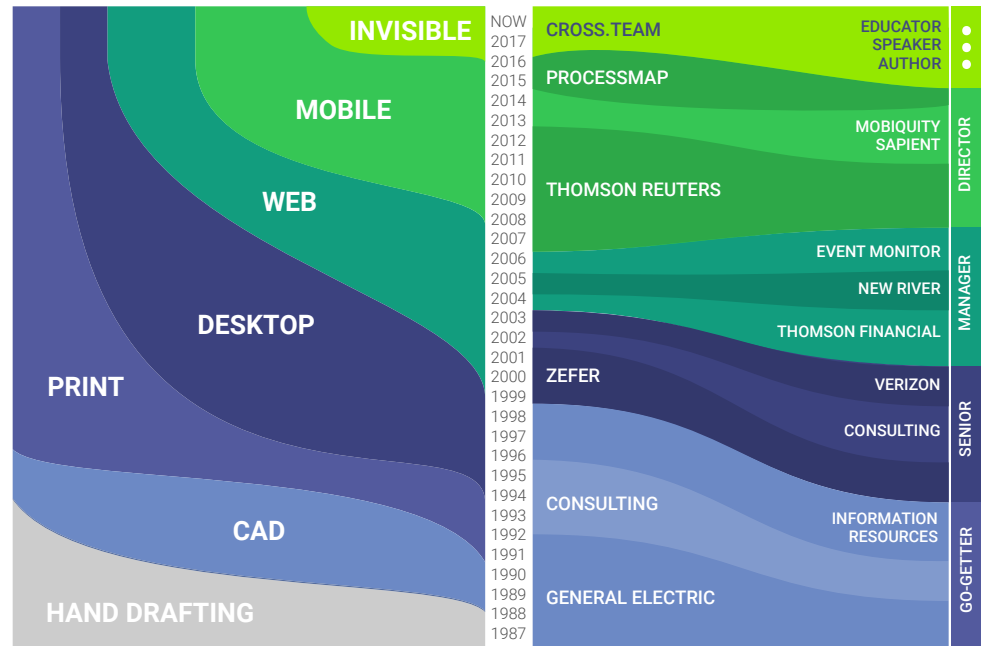
IronHack is a coding bootcamp helping people during their career change decision through an intensive 8-10 week program on web development. I was invited to co-develop the UX/UI curriculum targeted to an audience without any knowledge in product design practices. The program covers every step of the User-Centered Design process, from User Research through Information Architecture, User Testing, User Experience, Visual Design and Fundamentals in Front-end Development. The curriculum is being successfully taught in Barcelona, Madrid, Miami and Paris.

### GIVING IT BACK TO OUR LOCAL COMMUNITY

An active speaker in local South Florida meetups and UX Conferences, empowering local designers on knowledge sharing and team collaboration. Leadership Committee member for the Interaction Design Association (IxDA) - Miami chapter.

## Professional Experience

Extensive proven record building design and development teams while establishing a healthy creative environment for team members. Focused on empowering talent development, knowledge sharing and endless streaming of complementing ideas.



## Learn more

Electrical Designer, State Center of Technology Ferreira Viana, Rio de Janeiro , Brazil - Class of 1986

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