

MARCIO OLIVEIRA SILVA

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Experienced in managing complex projects and driving innovation. Skilled in leveraging customer insights to enhance experiences and satisfaction. Proven in leading cross-functional teams to develop strategic, consumer-centric solutions through data analysis and research. Committed to innovative project management to influence product strategy, create customer experience based concepts and optimize customer journeys.

WORK EXPERIENCE

CUSTOMER EXPERIENCE CAPABILITY MANAGER - UX DESIGN RESEARCH • H&M GROUP

STOCKHOLM, SWEDEN, APRIL 2021 - APRIL 2023

- Contributed as a key member of the management team at the H&M Group Strategy office, driving the development of innovative business ideas geared towards sustainable development goals.
- Orchestrated collaboration between the CEO's office, business units, and portfolio of brands, ensuring alignment with overarching strategic objectives.
- Directed a diverse team of business designers and subject-matter experts to translate customer insights into actionable strategies promoting inclusive growth and sustainability.
- Championed initiatives to integrate technology, enhance customer experiences, and foster circularity within the fashion industry, aligning with UN sustainability objectives.
- Spearheaded projects addressing global challenges such as technology integration, on-demand production, inclusive fashion, and sustainable packaging.

STRATEGIC DESIGNER AND UX DESIGN RESEARCHER • INDEPENDENT

NEW YORK CITY, JAN 2015 - DEC 2020

- Utilized design thinking methodologies as a consultant to enhance product and service offerings, explore new markets, and foster organizational culture transformations for diverse clients.
- Implemented human-centered principles to guide design processes, cultivate effective team cultures, and optimize team organization, driving business success across multiple industries.
- Applied innovative models tailored to the specific needs of clients in technology, retail, finance, healthcare, entertainment, and research and development (R&D), delivering tangible business outcomes and growth.

SERVICE DESIGN & RESEARCHER • FANNIE MAE

WASHINGTON - DC, SEP 2018 - DEC 2019

- Conducted human-centered research across multiple departments at a leading finance company, utilizing both quantitative and qualitative methods such as interviews, observations, benchmark studies, surveys, and user testing.
- Served as an embedded design researcher, identifying opportunities for product and service improvement, ranging from intranet experiences to productivity program designs for employees.
- Proactively built and maintained partnerships with stakeholders, consistently delivering partner presentations and utilizing data visualization tools such as journeys, maps, personas, and wireframes to illustrate user experiences effectively.

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

NEW YORK CITY, AUG 2016 - DEC 2018

In parallel with my consultant design strategist career, I worked at Parson to introduce students to the nature of design research, teaching them various approaches to the integration of innovation and research methods. Students gained knowledge on how to provide actionable insights that combine business goals and customer needs with a curriculum crafted to zero in on real-life experiences. During my tenure I taught two classes.

Class 1. R&D Methods - Students apply design research through a series of mini-projects, conducting research in NYC and engaging users and experts to share their perspectives on research and design.

Class 2. Creative Team Dynamics - Students learn effective team-building and collaboration tools, including time-management, leadership, and conflict resolution skills.

LEAD USER EXPERIENCE DESIGNER AND RESEARCHER • MOEDA, FINTECH

NEW YORK CITY, OCT 2017 - APR 2018

- Spearheaded product development initiatives within a blockchain FinTech company, orchestrating collaboration among diverse cross-functional teams comprising designers, experts, programmers, stakeholders, and end-users.
- Proactively facilitated regular team discussions to stimulate idea exchange and refine research and development strategies, ensuring alignment with business objectives and user needs while maintaining development momentum.
- Utilized a suite of business-focused design tools including ethnography, persona creation, and service design blueprints to drive informed decision-making and optimize the user experience, contributing to the success and competitiveness of the company's products.

PROJECT MANAGER • INTER-AMERICAN DEVELOPMENT BANK (IDB)

BRASILIA, BRAZIL. AUG 2012 - APR 2014 | WASHINGTON DC, USA APR 2014 - DEC 2014

- Applied human-centered design methodologies to formulate strategies aimed at ensuring the fiscal sustainability and operational efficiency of government projects.
- Took charge of providing regular updates and comprehensive reports to the leadership team regarding project activities, associated risks, and milestone achievements, ensuring adherence to organizational objectives and financial mandates.
- Functioned as a liaison between internal stakeholders and external partners, facilitating engagements with government bodies, civil society organizations, and private sector entities to offer strategic insights and guidance on project execution in alignment with UN development goals and priorities.

EDUCATION & SKILLS

SOFTWARE AND DATA ANALYTICS TOOLS SKILLS

Python, JavaScript, Pandas, SQL databases, MongoDB, HTML/CSS, D3, Adobe Creative Cloud.

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 for the NYC Pride March 2015 - 2019

Save the Children - | Data modeling and ethnographic analyses for a program in Uganda | June, 2015

EDUCATION

Data Analytics - Certification | George Washington University | Class 2020

MSc in Strategic Design and Management | Parsons, The New School of Design | Class 2017

Mediating Disputes - Certification | Harvard Law School | Class 2013

B.A. in Biology - emphasis in Behavioral Science | Class 2004