

Marco Desiderio

LEAD PRODUCT DESIGNER

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marcodesiderio.com

Passionate design leader with 8+ years crafting digital experiences and design systems that make a difference. I lead with empathy, mentor teams toward design excellence, and collaborate closely with executives, product, and engineering to deliver human-centred solutions that drive business impact.

Product Design | Design System | UI Design | Figma | Prototyping | Accessibility | Research

LEAD PRODUCT DESIGNER | [Huguenot](#) - Sep/23 – Present

- Leading the creation and implementation of a new design system to elevate quality, consistency, and delivery efficiency across products.
- I'm proud to have led initiatives that significantly reduced implementation time for a key white-label platform.
- Mentoring designers and fostering a culture of collaboration, experimentation, and design excellence.
- Conducting user research, usability testing, and A/B experiments to validate design decisions and continuously improve the experience of complex financial reporting tools.
- Oversaw large-scale rebranding and digital transformation projects for major UK asset management firms, including L&G, Artemis, Royal London, Premier Miton, and Polar Capital.

SENIOR PRODUCT DESIGNER | [FSB Tech](#) - Jan/21 – Aug/23

- Design and launch a new design system.
- Improve the end-to-end experience of the Betting Platform by conducting usability reviews, identifying UX issues.
- Worked with Hungarian National Lottery Fund, JenningsBet, Fitzdares, QuinnBet, Gamesys, PowerPlay, and many others.

SENIOR UI DESIGNER | [Xanda](#) - Mar/19 – Dec/20

- Delivering research reports and applying the learning to the designs.
- Developing strong UI into pixel-perfect designs following the design system when required.
- Leading and empowering a small team, including talented freelancers. I have successfully collaborated with various industries, including retail, real estate, and prominent personalities, bringing valuable insights and tailored solutions to each sector.

SENIOR DESIGNER | [WebPro](#) - Jan/17 – Mar/19

- Create concepts for advertising or promotional campaigns; manage multiple projects from inception to completion while adhering to deadlines.

ACCOUNT DIRECTOR | [\(São Paulo - Brazil\)](#) - Oct/10 – Dec/16

- Main Clients: LG, Panasonic, Metlife, Avon, Pernod Ricard, BMW, Samsung, Lenovo, Telefonica, PepsiCo/Ruffles, O Boticário, Mondelez.
- Creating incentive campaigns, developing communication strategies, designing customised experiences, managing branding experience campaigns, and advertising.

BUSINESS OWNER | [Playgrama](#) - Dez/05 – Oct/10

- As the owner of a retail company, I managed the sales department and a team of five, focusing on website, client acquisition, and retention.

EDUCATION

Post-Graduated in Art History

USJT, Brazil - Jan 03 - Jun 04;

Graduated in Advertising

USJT, Brazil – Jan 97 - Dec 00.

COURSES

UX Designer

Udacity - May/19;

Manager Development

LTM – Sep/16;

Live Marketing & Sales

Miyashita – Feb/12;

Development & Leadership

INEXH – Jun/04;

Entrepreneurship

Sebrae – Nov/03.

SKILLS

Figma,

Sketch,

Photoshop,

Illustrator,

Jira,

UI Design,

UX Design,

Design System,

Wireframing,

Prototyping,