

MARCELO LUFT

Product Designer

TORONTO, ONTARIO

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WORK EXPERIENCE

UX Design, Director | Yamamoto

TORONTO, ONTARIO (REMOTE) - JAN 2024 - FEB 2026

- Successfully delivered a full redesign of Duke Alumni site from discovery to production, including main site and alumni dashboard. User research, user testing, developed sitemaps, high fidelity mockups and design system. Collaborated with designers and developers across multiple teams, internally and externally. Led multiple stakeholder meetings to align on design decisions. The redesign goals were to bring alumni closer to the institution, encourage engagement and make it easier for alumni to find services and benefits.
- Delivered a full redesign of the members dashboard for a Pharmaceutical and healthcare research company. Developed sitemaps, user journey and multiple rounds of design and motion prototypes. Defended design decisions during stakeholder meetings and workshops.
- Collaborated with the ODP Business Solution team to redesign the e-commerce homepage and multiple category landing pages. Led multiple rounds of stakeholder meetings to align on new site architecture and user journey. Planned and conducted two rounds of user testing. Created niched landing page templates to offer custom experience and increase higher conversion rates for specific categories like education and office solutions.

UX Design, Director | Doner North

TORONTO, ONTARIO - APR 2023 - JAN 2024

- Led a full UX redesign for the Detroit Zoological Society, unifying multiple parks under a single digital hub to streamline cross-property navigation. Facilitated cross-functional stakeholder workshops in FigJam to

align on a new information architecture. Revamped animal landing pages to integrate live cams and educational content, while optimizing mobile access to real-time maps and schedules to improve on-site wayfinding. Redesigned the donation and membership funnel.

- Collaborated with a cross-functional team to redesign JBL's product personalization e-commerce site, conducting competitive analysis and developing user stories in the Discovery phase, and designing mockups for the landing page, bulk purchase page, and product page template. Redesigned the bulk order form experience, simplified an over complex process to a guided user flow to allow customers to easily attach their personalization design to their request.

UX Lead | Doner North

TORONTO, ONTARIO - JUL 2017 - APR 2023

- Designed the COVID vaccine and flu-shot booking platform for Shoppers Drug Mart, used by millions of Canadians to find and book appointments at their local store. Led the UI design and prototyping through multiple iterations, working closely with stakeholders to refine the booking flow and make sure it is consistent across thousands of locations.
- Led the design of Shoppers Drug Mart's first online pre-order experience, enabling customers to reserve PS5 and Xbox consoles with in-store pickup. Designed order flow guiding users through console selection, spec comparison, accessory bundles, and checkout. Created high-fidelity prototypes with micro-interactions, tested through multiple internal rounds.
- Contributed to the dashboard design for Loblaw Media, a retail media platform that offered brands access to Loblaw's millions of shoppers through targeted advertising and data-driven insights. Led the UX design from user flows to early concepts.

Senior Designer and Research Assistant | OCAD UNIVERSITY

TORONTO, ONTARIO - JUL 2016 - JUL 2017

- Worked on a co-design healthcare project addressing Ontario's opioid crisis. Mapped patient journeys from initial opioid use through overdose to emergency naloxone treatment. Facilitated design workshops bringing together clinicians, people with lived overdose experience, and harm reduction workers to collaboratively design a more humanized and destigmatized overdose response toolkit.

Senior UX Designer | IMPOSSIBLE THINGS

TORONTO, ONTARIO - MAR 2016 - NOV 2016

- UX Designer on ReBlink's early design phase, an AR art exhibit at the Art Gallery of Ontario (later featured in the Toronto Star). Developed initial user journeys and low-fi prototypes exploring how visitors would find AR content, interact with artworks, and navigate the gallery.

Senior UX Designer | MARCELO LUFT DESIGN

CANADA & BRAZIL - APR 2014 - JUNE 2016

- Freelanced on product design projects for clients in banking, e-commerce, and payment tech. One of the bigger projects was Citibank's mobile app redesign. Design high fidelity explorations in Sketch for the account dashboard and transaction flows.

UX Designer | DM9

PORTO ALEGRE, BRAZIL - JAN 2013 - MAR 2014

- Designed the e-commerce experience for Olympikus, one of Brazil's largest athletic footwear brand (10M+ pairs sold annually). Created high-fidelity mockups optimizing product discovery and purchase flows for both online shoppers and customers researching before in-store visits.

UX Designer | TERRA NETWORKS

PORTO ALEGRE, BRAZIL - JUL 2012 - DEC 2012

- Worked on the Live Vote Counter for the 2012 State Elections tracker, enabling over 20M users to track local election results in real-time by neighbourhood and city.
- Led the redesign of the main site navigation, adding a featured sports section that let fans get to their team pages in one click instead of 4+. Created high-fidelity mockups and ran stakeholder meetings with product, engineering, and business teams to validate the design and get approval for implementation.

Information Architect | RED DESIGN DE EXPERIÊNCIA

PORTO ALEGRE, BRAZIL - OCT 2010 - JUL 2012

- Worked on the redesign project of Bradesco Website, largest bank in Latin America with over 100M clients in Brazil only. Led the Information Architecture on the Credit Simulator, and Campaign pages. Created Wireframes and Journey Maps.
- Led the Dinamize CRM Dashboard Redesign Project. Managed stakeholder workshops, Created Wireframes, Sitemaps and Journey Maps.

SEO Analyst | PMWEB

PORTO ALEGRE, BRAZIL - JAN 2010 - OCT 2010

- Conducted monthly SEO and UX audits for clients from the tourism industry, delivering reports with specific improvement recommendations and leading workshops to implement optimization plans.

EDUCATION

OCAD University | Master's Degree, Master of Design (MDes)

TORONTO, ONTARIO - 2015 - 2017

UNISINOS | Bachelor's Degree, Digital Communication, Marketing Online

SAO LEOPOLDO, BRAZIL - 2007 - 2009

FEEVALE | Computer Science, Computer Systems Networking and Telecommunications

NOVO HAMBURGO, BRAZIL - 2005 - 2007

SKILLS

UX Design, UI Design, High Fidelity, Interaction Design, Product Design, User Research, Accessibility, Usability Testing, Prototyping, Wireframing, Design Systems, Information Architecture, Motion Design

TOOLS

Design: Figma, Framer, Paper, Sketch, Adobe XD, Adobe Creative Suite (Photoshop, Illustrator), Zeplin, FigJam

Prototyping/Development: Framer, Figma Make, Principle, Claude, Magic Path

Motion: Jitter, Unicorn Studio, Rive

3D: Spline, Blender

TEACHING & SPEAKING

George Brown Polytechnic - School of Design | Sessional Professor

UTM University of Toronto Mississauga | Guest Lecturer

TUX - HCO.ORG | Speaker

AWARDS

The Communicator Award | General Sustainability, Distinction

Cargill Sustainability Site

The Communicator Award | General-Business-to-Business, Distinction

Lineage Website

FWA of the Day

INFINITI QX50 Nuit Blanche Installation

OCAD UNIVERSITY | Best Social Innovation Award

Thesis Project

OCAD UNIVERSITY | Graduate Scholarship

Master of Design (MDes)