

Lamark Martins

Product Designer

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(83) 98782-3761

João Pessoa, Brasil

Behance & Linkedin

Work Experience

Product Designer

Indra Company

April 2021 - Present

Play a strategic role in designing and evolving complex digital products, leading user experience (UX) and interface design (UI) initiatives. Responsible for mapping user journeys, optimizing information architecture, and validating hypotheses through user research and usability testing.

- **Key Competencies:** UX Research, Usability Testing, UI Design, High-Fidelity Prototyping, Task & Journey Analysis, Information Architecture.
- **Industries:** Fintech, SaaS, and B2B.
- **Key Clients:** Banco do Brasil, Caixa Econômica Federal, and Minsait.

UX/UI Designer

Qualitare

April 2019 - April 2021

Managed the end-to-end design lifecycle from problem discovery to final interface delivery, while providing strategic design consulting and client-facing management. Successfully aligned brand identity with digital product strategies.

- **Key Competencies:** Brand Design, UX/UI Design, UX Research, Design Consulting, and Digital Marketing.
- **Key Clients:** Unimed, Marcos Inácio Advogados, SEBRAE, Energisa, Brascon, Hoffmann Imobiliária, Nuce Concursos, and lane.

Product Designer

Guidebook Inc

May 2015 - October 2018

Contributed to Guidebook, a global SaaS platform for event guides, operating across two distinct teams during my tenure:

- **Templates & Support Team:** Focused on app and guide creation, while delivering design-driven technical support and strategic guidance to clients.
- **Product Design Team:** Partnered with the global design team to drive product discovery, interface validation, and brand alignment.
- **Key Competencies:** Product Design (UX/UI), Product Discovery, Design for Digital Marketing, and Employer Branding.

Education

Bachelor in Graphic Design

IFPB - Instituto Federal de Educação, Ciência e Tecnologia da Paraíba

2013 - 2017, Brazil.

Certifications

UX Weekend

Mergo User Experience

Nov de 2015

Curso de Arquitetura de Informação

Mergo User Experience

Ago de 2014

UX Strategy Fundamentals

Joe Natoli - Udemy

Out de 2022

UX Research: Um Guia Prático de Trabalho

Amyris Fernandez - Udemy

Nov de 2022

Skills

- UX Design
- UI Design
- Prototype (low and high)
- UX Research
- Interaction Design
- Information Architecture
- Branding
- Design Consultant

Languages

- Portuguese (Native)
- English (Intermediate)

Social

- Behance
- Linkedin
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