



MARCEL ANDREAZZA

UI/UX DESIGNER AND FRONT-END
DEVELOPER

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Hybrid UI/UX Designer and Front-end Developer with 15 years in digital design and 5 years in development. Combines product thinking, visual craft and implementation knowledge to shape digital products that are clear, useful and feasible. Works comfortably across design and engineering, carrying ideas from early definition through delivery.

CORE CAPABILITIES

Product strategy & discovery:

Problem framing; requirements clarification; product and experience vision;

UX research and analysis

Interaction & UI design:

User flows; wireframes; interaction design; prototypes; usability testing; high-fidelity interfaces

Systems & quality:

Responsive web and mobile design; design systems; accessibility; inclusive design; brand coherence

Technical delivery:

Design-to-development collaboration; front-end implementation; technical feasibility; Agile delivery

Collaboration & communication:

Creative direction; collaborative teamwork; customer-focused communication; visual storytelling

PROFESSIONAL EXPERIENCE

UI/UX Designer & Front-End Developer

Travelworks / PC Voyages

Montreal, Canada | 2023 – Present

- Designed and developed responsive web and mobile products from concept and prototype through polished UI and front-end implementation.
- Built and maintained the company website and knowledge base, increasing website traffic by 50% while supporting user and business needs.
- Translated requirements into reusable interface patterns and implementation-ready solutions, bridging design and development in Agile teams.

Designer & Developer

Independent / Freelance

Montreal, Canada | 2017–2019

- After relocating to Canada, delivered remote freelance UI/UX, branding and front-end projects while completing a DEC in Information Technology.

Digital Design Coordinator

HouseCricket Digital&Direct

Curitiba, Brazil | 2013–2016

- Coordinated digital projects and creative teams across research, concept development, prototyping, testing, visual design and interaction design.
- Applied user-centred and usability practices for national and international clients, including Volvo, Renault, Subway and Embraer, across diverse industries.

Senior Web Designer

HouseCricket Digital&Direct

Curitiba, Brazil | 2009–2012

- Designed usable, visually clear website and mobile interfaces with high-quality interactions.

Creative design & technical

implementation: Visual design; creative direction; AI image generation; design-to-code workflows; front-end prototyping

AI-assisted workflows: Research synthesis; product and interface exploration; prototyping support; design decision support

LANGUAGES

French | English — advanced reading and writing; conversational speaking, actively improving | Portuguese

- Created visual identities for customer-relations and internal-communication programs to improve engagement and results.

Graphic Designer / Web Designer

YUP

Curitiba, Brazil | 2008–2009

- Designed brand identities, web interfaces, infographics, 2D/3D illustrations, animation and promotional game concepts.

Graphic Designer

Lumen Design

Curitiba, Brazil | 2008

- Developed designs for products, packaging and engaging interactive experiences for touchscreen kiosks and high-impact corporate presentations.

Graphic Designer Internship

ASA Design

Curitiba, Brazil | 2007-2006

- Developed graphic design for products, packaging and web interfaces.

EDUCATION

- **DEC, Information Technology** - Institut Grasset - Collège André-Grasset, Montreal, Canada | 2019
- **MBA, Project Management** - Fundação Getúlio Vargas (FGV), Curitiba, Brazil | 2017
- **Bachelor's Degree, Graphic Design** - Universidade Federal do Paraná (UFPR), Curitiba, Brazil | 2008

TOOLS & TECHNOLOGIES

- **Design:** Figma, Miro, Adobe XD, Photoshop, Illustrator, After Effects) Blender, ZBrush, Procreate and Procreate Dreams.
- **Front-end development:** React.js, Next.js, Tailwind CSS, Bootstrap, SASS/SCSS, CSS, REST APIs, GraphQL
- **AI-assisted development:** Codex, GitHub Copilot Pro in VS Code, Claude Code, locally run AI models
- **AI & generative design:** Claude, ChatGPT, Gemini, Claude Design, Gemini Canvas, Google Stitch
- **Platforms & delivery:** Payload CMS, Prismic, Sanity CMS, WordPress, Strapi, Craft CMS, Drupal, Vercel, DigitalOcean, Jira, Trello, Google Analytics, Tag Manager