

Marco Lopes

Product Design, Lead and strategy

Sr. Product Designer @letgo,
previously Lead Product Designer @Farfetch (UK)

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Profile

Multi-disciplinary designer and design leader with several years of experience in delivering multi-platform experiences from mobile apps, complex site redesigns, to highly transactional products.

- A critical and design thinker who loves solving complex problems and translating technology, user needs and business requirements into elegant solutions used by millions every day.
- A pragmatic, analytical, and results focused professional, with very good knowledge in qualitative and quantitative tools to test, monitor, manage and optimise user experience and product performance.
- Experienced in leading design teams for both corporate and start-up environment with knowledge of lean and scrum agile processes.

Career history

letgo app

Barcelona - 07 / 17 - Present

Senior Product Designer

Lead the design of several Verticals a brand new service built from scratch consisting of 3 main features in letgo app, Cars, Housing, Services.

Work in collaboration with Project Managers, Tech Team and Marketing building new features and improving existing ones.

- Defined product design principles and set up design system, processes and tooling.
- Responsible for bringing more System Thinking into product design to fight silo effect of squadification as the company grew, and ensure that we defined and built product for end- to-end experiences and at an ecosystem level.

Secondhand marketplace (<https://we.letgo.com/>)

Casumo

Barcelona - 9 Months

Senior Product Designer (Barcelona)

Lead and implement a design system from product thinking to styles guides and processes.

Working on Gamification verticals, create a seamless experience on games, adventure progression mode how to incorporate community features within the product in order to make stronger player loyalty and better player retention.

- Adventure concept defined and entered prototyping phase and design.
- Working on Gamification flows and structure

HelloTicket

Barcelona - 2 Months

Lead Design Consultant (Freelancer Remote)

Defining the visual language, and guides for Desktop design Mobile design // App
Consulting temporary remote job

Farfetch UK

London - 3.7 Years

Lead & Manager Product Designer

Part of the product leadership team I was responsible for defining and managing the overall company design strategy and execution. Provide direction and lead the design teams between Porto, Brazil and London, always having in mind the multicultural and diversity environment.

- Vetting Product Managers roadmap, experimentation proposals and backlog prioritisation.
- Develop User Centred Design practices into an existing fast Lean Agile product workflow.
- Recruit, coach and mentor the product design team, bringing the right skills for the company to build effective product teams and develop the product further.
- Lead the global redesign of farfetch.com providing a new brand identify, redefined information architecture, user flows, cross-device responsive interfaces and a new mobile app.
- Defined product design principles and set up design system, processes and tooling.
- Responsible for bringing more System Thinking into product teams to fight silo effect of squadification as the company grew, and ensure that we defined and built product for end- to-end experiences and at an ecosystem level.
- Work cohesively with other departments (i.e., marketing, editorial, product) to execute projects; keeping to deadlines

Oversee the digital design team and provide creative direction while managing idea generation, execution of digital designs, project quality control and process management.

Defined and designed new user flows, information architecture and fluid/responsive interfaces supporting localisation, right-to-left languages, accessibility and new brand identity.

- Interviewed product and marketing stakeholders, analysed business and user data to define Minimum Viable Product, plan and test its iterations toward the agreed vision.
- Pro-actively push the level of quality in both thinking and execution
- Hands-on design - create and design assets/visual content for the Farfetch website and mobile apps
- Design and develop online content including homepages and website/app features

Others companies and side projects

From 2006 to 2012

Portugal / London

Freelancer Front-end

Digital & Graphic Designer (Freelancer)

Web Designer

Web Master

3D Modulator

Education

E.P.M.S | Professional School | Portugal

2004 - 2005

Audio Visual & Multimedia (Level 4)

E.P.M.S | Professional School | Portugal

2001 - 2004

Graphic design & Multimedia Technician Level 3

Photoshop, Photography, 3D Modulation, Art, Web design, Movie edition, Radio Sound.

Programing languages (php,asp,html,xml, css)

Full Time course

Languages

English - Fluent

Portuguese - Mother tongue

Spanish - B1+

Extras

Organiser (Host & Speaker)

2016

[Dribbble Porto Meetup for designers](#)

Self organise the dribbble Porto meetup, a bunch of UI, UX, illustration, lettering and cool dudes living in Porto and abroad, they come to listen some productive chats about pixels, tools and the stories behind their shots.

Read more:

<https://dribbble.com/stories/2016/05/26/april-dribbble-meetup-wrap-up>

Css design awards

[Website of the Year Judging Panel 2015 / 2016 / 2017](#)

Part of the judging panel of the css design awards website, where i review thousands of sites every month.

Read more:

<http://www.cssdesignawards.com/judge-interview/marco-lobes/151/>

For better understanding of my skills:

[linkedin.com/in/marcopslopes](https://www.linkedin.com/in/marcopslopes)

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