

# Marcelo Paiva

## User Experience with Accessibility in mind

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## Objective:

To leverage my 12+ years of experience in creating accessible and inclusive experiences for diverse user groups and provide thought leadership to UX design teams on Design Systems and Accessibility.

## Summary:

As a passionate designer, I specialize in creating accessible products for large-scale software development organizations. Proficient in W3C guidelines like WCAG and ARIA, I lead teams to promote accessibility in design initiatives. I'm committed to mentoring the UX community in inclusive design and accessibility best practices.

## Key Skills:

- Expertise in designing accessible products and services for diverse user groups.
- Ability to collaborate with cross-functional teams and drive accessibility-forward product and service design initiatives.
- Deep understanding and practical application of WCAG and ARIA guidelines and recommendations.
- Familiarity with standard assistive technologies and how users with disabilities navigate software and products.
- Proficiency in front-end technologies, such as HTML, CSS, JavaScript (ES6, React, Angular, Vue, Svelte), iOS, and Android.
- Expert in architecting large-scale Design Systems with Accessibility in mind.
- Proficient in Design Thinking methodologies in agile environments.

## Links

Portfolio: <https://mpaiva.github.io/venus>

LinkedIn: <http://linkedin.com/in/mtpaiva>

Twitter: <https://twitter.com/muqueca>

## Noteworthy projects:

No Latin - (<https://nolatin.com>) - Accessible Prototyping for UX professionals

WTFoc.us - (<https://wtfoc.us>) - Understanding WCAG 2.4.11 Focus Appearance

## Professional Highlights:

### Senior UX Manager, UKG (Ultimate Kronos Group) - Florida (April 2018 – March 2023)

- Responsible for the entire HCM product offering, overseeing the experience design efforts for HR, Payroll, Talent Acquisition, Talent Management, and Great Places to Work.
- Mentoring over 50 product designers and researchers in adopting inclusive design practices with Accessibility in mind.
- Providing thought-leadership to team members and close collaboration with strategic business partners through Design Thinking facilitation.

### Design Community Leader, Educator, Speaker

- Training and building cross-functional teams for start-ups on Accessibility, Design Thinking, front-end development, and UX design tools.
- Authoring a 10-week UX curriculum for a design Bootcamp that trains entry-level designers in design thinking methodologies, user research, interaction design, accessibility, rapid prototyping, visual design, and front-end web development.
- Speaking at UX and Accessibility conferences worldwide on Inclusive and Accessible Design.

### Creative Director, ProcessMAP, Corp. - Florida (2015 - 2016)

- Built a world-class cross-functional team of designers and front-end developers; established a healthy and fast-paced creative environment that engaged end-users frequently.

### Creative Director, Sapient Global Markets - New York, NY (2014 - 2015)

- Introduced Lean UX practices in the design process to help accelerate the way Sapient UX teams were embedded in Agile environments.

### User Experience Director, Thomson Reuters - New York, NY (2007 - 2013)

- Responsible for the interaction design of wearables, smartphones, and tablets for Thomson Reuters Eikon.
- First certified ScrumMaster, building cross-functional teams and creating new methods to foster collaboration among UX designers, engineers, and product management.

## Education:

Electrical Design - State Center of Technology Ferreira Viana - Rio de Janeiro, RJ