# Marcio Chang

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CHECK MY WEBSITE: **MARCIOCHANG.COM**

## experience

**2026 Today** — **Mercado Bitcoin**
**Senior Designer · Design Systems**
Own the CRM Design System of a crypto and investments platform: e-mail, in-app, push, RCS and WhatsApp. Led its rebrand in May 2026, with 850+ pieces shipped since.

**2021 2026** — **Accenture**
**Senior Creative Designer**
Led a CRM production hub for Stellantis brands, from brief to KPI review (CTR, CTO). Cut email QA from 35 to 10 min per version. Built a multi-brand Design System and a WhatsApp game.

**2019 2020** — **UOL - Universo Online**
**Senior Art Director**
Email marketing creation | Landing page production | Social media posts | Art direction for e-commerce campaigns

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## education

**JUN 2024** — Product Designer
**PM3 School**

**SEP 2018** — User Interface Design
**UI LAB School**

**2013 2017** — Bachelor in advertising and marketing
**Universidade Anhembi Morumbi**

**DEC 2017** — Innovation & Creativity
**Open Course - ESPM**

**JAN 2015** — Creative processes
**Open Course - ESPM**

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## skills

- Governance and documentation of a **Design System**
- Close work with **engineering** on build quality
- **Data-informed** iteration with KPIs and tests
- **Defining and prioritizing** high-volume demands
- Aligning **multiple stakeholders** and brands
- **Conversation design** for WhatsApp flows
- Persuasive presentations to **sell design decisions**

## technical skills

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|---|---|
| Figma | Sketch |
| Adobe Xd | Adobe Photoshop |
| Adobe Illustrator | Adobe After Effects |
| Adobe Premiere | Adobe Animate |
| Adobe inDesign | HTML & CSS |