Marcos Cunha

Product Designer

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SUMMARY

Product Designer with a development background. I design B2B products, internal tools and apps, from user research to production code. I run discovery, define flows and business rules, prototype and validate solutions with the people who use them, with experience in education and operations.

EXPERIENCE

Pedagogical Technical Assistant · ZOOM Education — Jul 2026 – present

Freelance · Academic Training Community (CFA)

- Build and maintain the CFA intranet on Odoo, used by more than 50 staff members, including directors, coordinators, advisors and supervisors.
- Created a dashboard that brings meeting attendance and certificate issuing into a single screen, replacing manual checks across several screens, with Power Automate, Microsoft Graph and Entra ID automations.
- Built a Python document search that finds the file from a staff member's request and sends the link straight to the chat.
- Created Workhub, an AI task management platform that turns a meeting transcript into assigned tasks: from about 40 minutes down to 5.

Technology Education Monitor · ZOOM Education — Mar 2023 – present

- Lead technology education activities for classes of 20 to 32 elementary school students.
- Organized 4 annual editions of a school tournament with 450 to 530 students each, about 2,000 participations in total.
- Created ScorerZ, a scoring system used by about 15 judges at once, already adopted in 2 tournaments.

Product Designer and Front-end Developer · MedNotes — 2025 – 2026

Freelance

- Designed, as part of a team, the mobile app, website and back office of a platform for medical students and professionals, submitted to the Centelha Piauí funding program.
- Designed the app for quick, one-handed use in hospital routines and built the front end (Flutter and React).

UI/UX Designer · Campina Grande Department of Public Works — 2023

Freelance

- Redesigned the SECOB website, restructuring the information architecture and the most visited service pages, and validated the solutions with the client alongside another designer.

OWN PRODUCTS

ScorerZ · school tournament management — 2025 – 2026

- Discovery survey with 17 judges, coaches and organizers; every product decision started from a pain point in the answers.
- 2 tournaments run on the system and testing in 3 schools; real-time scoring instead of about 50 minutes checking spreadsheets.

Locacore · SaaS for event equipment rental companies — 2025 – 2026

- Discovery with rental companies and event producers; contracts generated from the booking in under 10 minutes, down from 30 to 50. In use at Real Led.

EDUCATION

Associate degree in Systems Analysis and Development — 2025

Centro Universitário de João Pessoa (Unipê)

UX & Design program · Alura — 2025 – present

Research, wireframes, prototypes, usability testing, Figma, design systems, accessibility, typography and UI.

UX: User-Centered Experiences · Qualifica — 2023

Full Stack Career · DevMedia — 2023 – 2024

SKILLS

Design	User research, discovery, flows, information architecture, wireframes, prototyping, UI, design systems, accessibility
Tools	Figma, AI-assisted wireframing and prototyping
Build	React, Next.js, TypeScript, Flutter, Supabase, PostgreSQL, Python, Odoo
Automation	Power Automate, Microsoft Graph, LLMs