Marco Desiderio

SENIOR PRODUCT DESIGNER | DESIGN SYSTEMS

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Senior Product Designer with 15+ years in design and advertising, building design systems for complex, regulated products. Reusable components let me run several clients at once: one system I built serves five UK asset managers, another was customised for a white-label platform. I work end to end, from research to UI and Design QA, using AI-assisted workflows daily.

Design Systems | Figma | Design Tokens | Component Libraries | AI Workflows | WCAG

SENIOR PRODUCT DESIGNER | Huguenot - Sep/23 – Present

- Built a white-label design system from scratch. Defined tokens, variables, components, governance and documentation in Figma, and cut component implementation time by around 40%.
- RLAM (2025); Prioritise a library of 40+ reusable components. Every component works in both an Intermediary and an Individual theme from one codebase. Fund pages and a reusable component system for Artemis (2025); fund explorer and design system for J O Hambro Capital Management (2024).
- Responsible for wireframes, concept, design system and UI for a new fund explorer for different regions and audiences. Built on design tokens, variables and reusable brand components.
- Introduced AI-assisted workflows (Figma AI, prompt-driven prototyping) to speed up iteration. Mentored two designers on component thinking, token governance and documentation, and worked with senior product and brand stakeholders on system adoption and direction.

SENIOR PRODUCT DESIGNER | FSB Tech - Jan/21 – Aug/23

- Owned the design system for a white-label SaaS platform across clients (Gamesys, JenningsBet, Fitzdares, QuinnBet and others) on web and native mobile. Drove adoption, ensured UI consistency across a diverse client ecosystem, and maintained component documentation and design tokens.
- Partnered closely with engineering on design-to-code workflows, reviewing implementations to confirm they reflected the design and flagging drift early in the development cycle.

UI DESIGNER | Xanda - Mar/19 – Dec/20

- End-to-end UI for consumer clients across retail and real estate, working within established design systems and maintaining quality standards across concurrent projects.
- Led and mentored a small team of designers and freelancers.

UI DESIGNER | WebPro - Mar/18 – Mar/19

- Campaign design and multi-project management across advertising and digital channels.

ACCOUNT DIRECTOR | (São Paulo - Brazil) - Oct/10 – Dec/16

- Main clients: LG, BMW, Samsung, MetLife, Avon, Pernod Ricard, PepsiCo, Panasonic, Telefónica, O Boticário, Mondelez.
- Communication strategies, consumer-facing experiences and branding campaigns for global brands.

BUSINESS OWNER | Playgrama - Dez/05 – Oct/10

- Managed the sales department and a team of five, focusing on website, client acquisition, and retention.

EDUCATION

Post-Graduated in Art History
USJT, Brazil - Jan 03 – Jun 04

Graduated in Advertising
USJT, Brazil – Jan 97 – Dec 00

COURSES

UX Designer
Udacity - May/19

Manager Development
LTM – Sep/16

Live Marketing & Sales
Miyashita – Feb/12

Development & Leadership
INEXH – Jun/04

Entrepreneurship
Sebrae – Nov/03

SKILLS

Design systems: design tokens, Figma Variables, component libraries, atomic design, theming and white-label, governance, documentation

Product and UX: user research, interviews, usability testing, A/B testing, wireframing, prototyping, UI design, responsive design, Design QA

Regulated and accessible UX: financial services, regulatory disclosures, WCAG accessibility

AI-assisted workflows: Figma AI, prompt-driven prototyping

Tools: Figma, Claude, Photoshop, Illustrator, Jira

LANGUAGES

Portuguese (native)

English (fluent)