



M/L8

Strategic designer / People connector / Creative mind



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Márcio Leite

06_02_1978

I help companies to build up discourses and strategies for their brands, products and services, through design approaches and collaborative innovation processes.

- Creative & Strategic designer**
- Design researcher**
- Design thinker**
- Business innovator**
- People connector**
- Creative mind**

Background

I hold a master degree in design and communication by a renowned British institution and carry over 20 years of effective experience in design applied to business strategy. As a strategic thinker, I connect concept, form and market knowledge in order to build narratives and visuals for products, services and brands, through design approaches and innovation processes.

On the firsts years of my career, I've worked extensively on high-value projects for a short list of international brands. I've led teams over rebranding projects, brand positioning, advertising campaigns, packaging, editorial and visual merchandising for Philip Morris brands, AMBEV beverages, Marisol, O Boticário and Ferrero.

Over the past 11 years I worked to the cable TV channels Globosat and Globo broadcast company, where as head of Strategic Design, Branding and Innovation, I have lead a team of graphic and strategist designers on the building and implementation of branding, communication strategy and innovation processes, multiplying the practices of collaborative design methods. Ahead of Globo Innovation LAB, I did create and implement methods and tools to accelerate media and brand strategy, connecting information and outstanding professionals in co-creation sessions to an array of clients: Casas Bahia, Vivo, Claro, Tim, Motorola, Heineken, Nestlé, Johnson & Johnson, Unilever, all along GLOBO's media brands and its channels.

In addition, as an academic experience, I have been frequently asked to deliver lectures, training courses and classes, for students and professionals, on the topics of user-centred design, strategic design and design research.

In 2018 I published the result of my master's studies, a descriptive book of design methods and processes, "Pixelated Generation".

Roles and responsibilities

- Build, implement and manage creative design teams;
- Build and lead design process aimed to services, products and brands;
- Build, manage and lead, field and contextual user research;
- Provide desk research, benchmarking and analysis for strategic and creative planning;
- Develop and maintain a deep understanding of audiences, research and market analysis reports, (demographics, technology, consumer insights, data and trends);
- Manage creative direction on campaigns and brand identity (on air / off air / online);
- Implement, manage and run innovation LABs, building solutions for client brands, supporting ad sales team in co-creation sessions;
- Develop new pitches and business proposals;
- Manage contracting bids and project planning with third parts, partners consultants and suppliers.

Skills

Project Management, Team building and management, Graphic Design, Communication Design, Multiplatform Campaigns (on-air, off-Air, on-line), Branding and Brand Strategy, Design Research, Design Thinking, Service Design, Agile Methods, Youth Trends, Pop Culture, Subcultural Studies, Mass Market, Ad Strategy, broadcast and pay-TV.

Education

Master Arts Graphic Design

UAL / University of the Arts London
London College of Communication
London - UK / 2008

Post Graduation

AudioVisual - Cinema, TV and Video

PUC-PR / Pontifícia Universidade
Católica do Paraná
Curitiba - PR / 2000 – 2001

Bachelor in Graphic Design

Centro Universitário Teresa D'Ávila
UNIFATEA
Lorena - SP / 1994 – 1998

Idioms

Portuguese - first language
English - full professional proficiency
Academic IELTS - 7.5

Softwares

Adobe Creative package
(Illustrator, InDesign,
Photoshop), Microsoft Office
PPT, Excel, Mac Keynote,
Mural, Miro.

Some links

www.ml8design.com
GlobosatLab
Design Estratégico e Inovação
Doméstika Course

Professional Background

Kyvo Design Driven Innovation / 9 mos

March, 2022 - December, 2022
Project Manager / Business Strategy
São Paulo, Brazil

Doméstika

Professor / Trainer - Course:
Design Thinking to Unlock Innovation
(globally launched in April, 2022)

Echos Innovation Lab / Design Thinking School / 4 mos

Sep, 2021 - Dec, 2021
Head of Learning Design
São Paulo, Brazil

Kyvo Design Driven Innovation / 5 mos

Jun, 2021 - Nov, 2021
Designer Researcher lead
São Paulo, Brazil

Globo + Globosat Network / 10 years and 7 mos

Sep, 2010 - May, 2021
Head of Strategic Design & Innovation
São Paulo / Rio de Janeiro, Brazil

Feel The Future d.Lab / 8 mos

Jan, 2010 – Aug, 2010
Creative Planner & Design Researcher
Curitiba, PR Brazil

OpusMúltipla / 4 years

Jan 2006 – Jan 2010
Designer Senior, Creative Director
Curitiba PR, Brazil

We Are VI / 6 months

Nov 2008 – Apr 2009
Digital Designer
London, UK

Laurence King Publishing / 3 mos

Mar 2008 – May 2008
Freelancer Graphic Designer
London, UK

Editora Abril / 3 months

Sep 2005 – Nov 2005
Freelancer Graphic Designer
São Paulo, Brazil

Art Office Design / 3 years

2002 – 2005
Designer
Curitiba, Brazil

Inove Design / 1 year and 5 mos

Dec 2000 – Apr 2002
Trainee Graphic Designer
Curitiba, PR, Brazil

Grupo Folha + Alô Negócios / 1 year and 3 months

Oct 1999 – Dec 2000
Graphic Editor
Curitiba, Brazil

Agência MIND / 1 year

Jan 1998 – Jan 1999
Graphic Designer Intern
Cruzeiro, SP, Brazil

Some of the brands

I've worked with and for

