

Marcel Rosa

Staff Product Designer

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Professional Summary

Staff product designer with 12+ years designing AI, platform, and enterprise products at scale, including Microsoft Copilot. Works AI-native and builds custom tooling, including a personal system that turns Figma design systems into production code. Combines strong interaction and visual craft with systems thinking and design-system ownership, and leads through mentorship, critique, and clear rationale. Turns complex, ambiguous problems into experiences and systems that make products, and the teams building them, measurably better.

Core Competencies

AI-Native & Agentic Design · Designing AI, ML & Generative Interfaces · End-to-End Product Design · Systems Thinking & Design Systems · Interaction & Visual Craft · Design-to-Development · Prototyping with Code & AI · User Research & Experimentation · Accessibility · Onboarding & Activation · Data-Informed Decisions · Mentorship & Design Leadership · Complex & Enterprise Products · Cross-Functional Collaboration

AI & Design Tools

Figma · Figma AI · Claude / Claude Code · Cursor · Codex · ChatGPT · Lovable · Midjourney · Google Stitch · Amplitude · Maze · Dovetail · Adobe Suite · HTML, CSS, JavaScript, React (working knowledge)

Professional Experience

TidalHaus \ Staff Product Designer

São Paulo, Brazil · Remote | Nov 2024 – Jul 2026

- Owned end-to-end product design for a construction (AEC) B2B SaaS platform across iOS, iPad, and web.
- Brought AI into the product, turning construction documents into tasks and inspections automatically and recognizing sheet numbers and names to organize new sheets, removing manual work for users.
- Architected a single app that reconciled a legacy VR product with a new sheet-management product, giving each a distinct visual mode within one coherent experience.
- Redesigned onboarding and activation and its design system, contributing to a **58% increase in trial sign-ups**.
- Worked AI-native with Claude Code and Cursor, and built internal tooling to close the gap between design and code.

Microsoft \ Staff Product Designer

São Paulo, Brazil · Remote | Oct 2023 – May 2025

- Designed AI product experiences for Microsoft Copilot, reaching **150M+ monthly active users**.
- Designed Copilot extensibility surfaces used by developers building on the platform.
- Designed enterprise admin and AI platform experiences across Microsoft 365, within an ecosystem serving **450M+ paid seats**.
- Influenced product strategy and presented design rationale across product, engineering, and senior leadership.

Alana AI \ Head of Product Design & Partner

São Paulo, Brazil · Hybrid/Remote | Jan 2019 – Apr 2023

- Led product design end to end for an AI customer-care and HR-tech platform, launching in Brazil and scaling across LATAM, automating around 80% of replies.
- **Led and mentored a design team of 7**, setting quality standards through critique and shared practices.
- Built and governed a design system from scratch, **reducing development time by 20% and handoff iterations by 25%**.
- Used research and A/B experimentation to raise **conversion by 15%, new users by 32%, upsell by 26%, and satisfaction by 20%**.

Earlier Experience

Product and UX design roles across product teams and agencies, using Figma, Sketch, InVision, and Adobe tools, 2012 – 2019. Details available on request.

Selected Projects

UI Forge — Personal project. A system that turns Figma design systems into production code (React, TypeScript, Tailwind, Storybook), built with Claude Code, with governance and traceability so AI implements a design system without silently changing it.

ShiftSync — Personal project. A mobile shift-management app (React Native) designed and built end to end.

Education

Master's Degree in Interaction Design \ Tallinn University

MBA in Project Management \ Universidade de São Paulo (USP)

Specialization in UX Design \ EBAC

Bachelor of Design \ Universidade Anhembi Morumbi

Languages

Portuguese Native · **English** Fluent · **Spanish** Basic

Selected Public Work

Microsoft Design, "Designs for the Frontier Future" — microsoft.design/articles/designs-for-the-frontier-future

Design system case study (Alana AI) — mdprdesign.com/p/028544f7