

Tiago Marques



International Senior Product Designer with 20+ years of experience shaping complex digital products across elearning, telecoms, fintech, ecommerce and accessibility, in corporate, agency and startup environments.

Strong background in end-to-end UX / UI design, from research and product discovery to delivery and optimisation. Extensive experience in accessibility, service design, and aligning UX with business and user needs in large, complex organisations.

Structured, collaborative and pragmatic professional with a strong sense of ownership. Known for building trust with stakeholders, enabling teams, and maintaining a positive, solution-oriented mindset.

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DESIGN SKILLS

- User research and usability testing
- Product discovery and service design
- End-to-end UX / UI design
- Prototyping and interaction design
- Accessibility and inclusive design (WCAG, EAA)
- Stakeholder management and cross-functional collaboration
- Design leadership and team enablement

DESIGN TOOLS

- Figma
- Miro
- UserTesting
- ChatGPT
- Jira, Confluence
- Microsoft Office
- Apple Keynote

EDUCATION

- Certified Professional in Accessibility Core Competencies (IAAP, 2026)
- Product Management Accelerated Course (General Assembly, 2019)
- Postgraduate Module in Project Management (Open University, 2010-2011)
- Degree in Communication Design (FBAUL, 1999-2005)

HUMANKIND

UX Consultant, Pro Bono (2023-present) · Startup · Copenhagen, Denmark

HumanKind is a consulting organisation for disability inclusion in the workplace.

- Brand foundation development, including company naming, logo design and brand guidelines for website and client deliverables.
- Co-development of training materials on digital accessibility, and accessibility optimisation of internal and client-facing documentation.

PANDORA

Senior UX Designer (2020-2025) · Corporate · Copenhagen, Denmark

Pandora is a global jewellery manufacturer and retailer.

- Responsible for UX design across their end-to-end ecommerce ecosystem, including homepage, PLP/PDP, cart and checkout, delivery, accounts, post-purchase, customer support, site-wide navigation and features, clienteling and corporate site.
- Overall responsibility for accessibility initiatives ahead of the European Accessibility Act, including founding and leading the Accessibility Guild, guiding product teams, coordinating external specialist training, and promoting an accessibility-first product culture across the organisation.

LLOYDS BANKING GROUP

Senior UX Designer, Freelance (2016–2019) · Corporate · London, England

Lloyds Banking Group is one of the largest financial institutions in the UK.

- Responsible for UX design across GDPR and PSD2 initiatives, delivering compliant, user-centred solutions across web and mobile platforms.
- Overall responsibility for International Payments, including in-lab and in-branch user testing, alignment of design decisions with customer feedback, and ensuring a cohesive UX between domestic and international payments.
- Contribution to the growth of the UX community, including creation of dedicated channels for real-time support and collaboration, organisation of regular peer reviews and sharing of learnings, and increased leadership engagement.

USTWO

Senior UX Designer (2013-2015) · Agency · London, England

LIFE SKILLS

- Structured and analytical
- Collaborative and communicative
- Strong sense of ownership and follow-through
- Curious and learning-oriented
- Adaptable in international and cross-cultural environments
- Positive, solution-oriented mindset

INTERESTS

- Leadership, management
- Social innovation
- Experience design
- Accessibility
- Technology
- Economics
- Philosophy
- Parenting

HOBBIES

- Parenting
- Hygge with family and friends
- Strength training
- Bouldering
- Reading and learning
- Writing and designing
- Casual gaming
- Travelling

UsTwo is an award-winning global digital product studio.

- Responsible for UX design on the Barclays Pingit mobile payments app, including redesign of the main Pay screen and integration with the UK mobile payments standard, PayM.
- Co-design of WorldPay's My Business Dashboard, a sales tracking and insights merchant portal, including contribution across early product stages from ideation to prototyping and user testing.
- Overall responsibility for the American Express account, including client relationship management, team coordination, and supervision of design quality, UX processes and testing for international mobile apps.

NEW LIFE FOUNDATION

UX Consultant, Pro Bono (2012) · Charity · Chiang Rai, Thailand

New Life Foundation is a support community for people recovering from addiction, trauma and mental burnout.

- Development of fundraising and crowdfunding strategies to promote the sustainability of their charitable work, as well as a sponsorship fund for residents with exceptional financial difficulties.

INQ MOBILE

UX Designer (2008-2011) · Startup · London, England

INQ Mobile is an award-winning mobile handsets design and development studio, specialised in phones with rich web and social media features.

- UX design of platform- and application-level experiences for Brew and Android devices, including the INQ1, INQ Chat 3G, INQ Mini 3G and INQ Cloud Touch.
- Close collaboration with developers, product managers and external partners including Facebook, Twitter, Skype, Foursquare, Microsoft, Google and Huawei, across in-house and on-site teams in Italy and China.

DISTANCE LEARNING CONSULTING

UX / Visual Designer & Developer (2005-2008) · Agency · Lisbon, Portugal

DLC is an e-learning consulting studio, specialised in rich multimedia interactive courses.

ZHORN SOFTWARE

UX Consultant, Pro Bono (2005-2006) · Software · England / Remotely from Portugal

Zhorn Software is a software studio, specialised in desktop freeware applications.