

Thiago da Silva Cruz

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I am an in-house **Design Manager** with a strong branding foundation and UX/UI foundation with proven experience in B2B/tech marketing. I lead small design teams in creating **campaigns** and assets for lead generation, ensuring visuals are data-driven and follow market research, personas, and brand standards. **Fluent in English and Portuguese.** Proficient in Spanish and Mandarin.

WORK EXPERIENCE

Manager, Marketing & Design

Mar 2020 - Present

McFadyen Digital | Vienna, US (Remote from Brazil)

*McFadyen Digital is a global **eCommerce consultancy** that helps B2B companies in building and maintaining large scale online stores. Over five years working remotely with global teams, I progressed internally within the Marketing department, moving from Intern (2020) to Analyst (2020~2022) and currently to **Manager**.*

- Managed the **creative strategy and execution** for McFadyen's marketing initiatives, designing assets and web experiences for campaigns that generated Marketing Qualified Leads (MQLs) through multiple channels (LinkedIn Ads, Landing Pages and Trade Shows).
- **Organized** design operations by implementing Kanban-based monitoring in Asana with KPI tracking for tasks, **decreasing design-related deliverable completion time by 50%** and **increasing on-time tasks by 71%** within 12 months.
- **Refined** assets and designs by collaborating with performance marketers, stakeholders and users and using market research, A/B testing, and quantitative data analysis.
- **Integrated** Generative AI tools (Claude, Gemini, ChatGPT) and **trained visual AI agents** (Imagen 4, Seedream, Nano Banana) to produce on-brand imagery, which **expedited creative processes**.
- **Ensured** brand alignment across global, cross-functional campaigns by leading design sessions, developing and educating internal resources about McFadyen's own brand guide, managing stakeholder feedback, and maintaining visual assets (Adobe CC, Canva, Figma).
- **Streamlined** internal marketing using Zapier to create **dynamic, personalized reports** that clearly demonstrated how McFadyen's services solve client pain points.

Freelance Projects

August 2019 - Dec 2023

Multiple Clients | Remote Work, Brazil

- **Worked on external design projects outside of contract hours** during periods of low internal volume. This included **pro bono branding services** for non-profits (e.g., Brazilian Association for Autism, Project Portinari) and **freelance** with commercial firms.

HIGHLIGHTED PROJECTS

Branding: McFadyen Rebranding & New Website 2024 - Present

- **Led McFadyen's rebranding**, remaking the messaging, user experience, visuals and design elements for the new brand. McFadyen shifted its positioning to "the B2B consultancy focused on complex projects," and wanted to communicate its value as the business accelerator to its clients through all touchpoints.
- **Managed end-to-end design execution** for this global initiative, overseeing the revamped corporate **website design and execution** and successfully rolling out all new internal and external brand assets to the global team of 200 members.

Go-to-Market: Marketplace Best Practice Books 2021 - 2025

- **Managed** the visual content and design strategy for the launch of **two successful B2B technology books**, including the *Marketplace Best Practices* guide, which became an **Amazon best-seller** in Digital Commerce with 5000+ units sold. **Currently leading design management** for a third publication launch on AI strategies for commerce.
- **Led** the design and execution of all marketing assets, including **landing pages, videos, graphics, and campaign visuals**, being an active part on promoting the content through webinar series, educational white papers, and blog posts.

EDUCATION

Executive Program: Marketing Strategy & Digital Marketing

Summer 2024

Ohio University | Athens, Ohio

Bachelors in Design

August 2018 - December 2022

Universidade Federal de Santa Catarina (Brazil)

LANGUAGES

Portuguese (Native) | English (Fluent) | Spanish (Proficient) | Chinese (Proficient)

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere) | Figma & FigJam (UI/UX) | WordPress & CMS Design | Brand Identity & Visual Content | Design Analytics (Data, User Research, A/B Testing) | Generative AI for Design | Design Thinking & UX Principles | Agile Design Methodologies | Front-End Dev (HTML, CSS, JS, React) | CRM for Design & MKT Ops (Pardot, Salesforce, HubSpot) | Productivity Suites (Microsoft 365, Google Suite) | LLMs (ChatGPT, Claude, Gemini, Deepseek)