

Marcio Steffen

Executive Director, Digital Experience & AI Innovation

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Summary

Senior executive with 15+ years building AI-enhanced digital products and experiences across Silicon Valley, the Middle East, and Latin America. Recognized for leading global design teams (180+ professionals), driving Fortune 500 UX transformations, and partnering with hyperscalers (Oracle, Google, Microsoft, AWS, Salesforce, ServiceNow, Pega) to deliver award-winning, user-focused innovation

Key Achievements:

- Led UX transformation at Fortune 500 companies (Oracle, Capgemini) serving 9.8M+ users globally
- Built industry's first VR-based ERP system that reduced user task completion times by 38%
- Developed award-winning generative AI retail solution that generated \$87M revenue in its first year
- Established Oracle's São Paulo Innovation Center from the ground up, contributing \$980M to pipeline growth
- Co-founded Silicon Valley startup (RockSpoon Inc.) with 48% platform adoption increase
- Led cross-cultural design operations across Silicon Valley (4 years), Middle East (2 years), and Latin America (8+ years)

Core Competencies:

UX/UI Design Excellence: Material Design Expert (Android, iOS, Web, Flutter) • Interaction Design • Usability Engineering • Design Systems • Cross-Platform Leadership • Information Architecture • Prototyping • Accessibility (WCAG 2.1 AA)

AI-Enhanced Design Leadership: Firebase Studio • Gemini Studio • OpenAI Integration (GPT-4, DALL-E 3) • AI-Powered Research • Automated Design Workflows • Predictive User Modeling • AI-Generated Content • Research Automation

Strategic Leadership & Management: 180+ Team Management • Cross-Functional Collaboration • Global Experience (Silicon Valley, Middle East, Latin America) • Design Operations • Cultural Transformation • Strategic Product Vision

Technical Expertise: Figma (Expert) • Sketch (Expert) • Adobe Creative Suite (Expert) • Prototyping Tools • Analytics Platforms • Development Team Leadership • Multi-Cloud UX Architecture (Azure, AWS, GCP, Salesforce)

Enterprise AI Strategy: AI Strategy Development • AI Governance & Risk Management • Enterprise AI Transformation • Business Impact & ROI Measurement • Cross-Industry Experience (Financial Services, Insurance, Retail, Healthcare, Automotive, Manufacturing, Telecom)

Experience

Capgemini | São Paulo, Brazil

Executive Director - AI & User Experience Front-end Interactions (UX&FEI Global Americas)

Feb 2024 – Present

Leading UX and FEI across Latin America, managing 180+ professionals and delivering digital experiences and AI use cases with top hyperscalers: Oracle, Google, Microsoft, AWS, Salesforce, ServiceNow, and Pega.

Technical Focus: Material Design 3.0 • Firebase Studio • Gemini Studio • OpenAI API Integration • Multi-Cloud UX Architecture

Mars Innovation Labs | São Paulo, Brazil

Chief Digital Officer - AI, Innovation & UX Strategy

Sep 2022 – Feb 2024

Directed digital transformation with AI-powered UX, integrating OpenAI and Google AI to automate design workflows, accelerate prototyping, and increase efficiency, engagement, and user satisfaction.

Technical Focus: OpenAI API Integration | Firebase Studio | Gemini Studio | Machine Learning UX | AI-Accelerated Research | Innovation Lab Management

Oracle | São Paulo, Brazil

Head of User Experience Design and Innovation Advisory for Latin America
Dec 2017 – Nov 2023

Founded the São Paulo Innovation Center, delivering projects such as AmazonGo-style Concept Store, humanoids, and robotic bots. Developed AI, VR, and collaborative design solutions that increased revenue, productivity, and global client impact.

Technical Focus: Enterprise UX Design • Early AI Integration • Firebase Enterprise • VR/AR Interfaces • Material Design for Enterprise

Cognizant | São Paulo, Brazil

Head of User Experience Design Consultant
Aug 2017 – Dec 2017

Directed UX strategy for clients across multiple industries, including a healthcare project recognized as the most innovative in Latin America for transforming patient and provider experiences.

Technical Focus: Healthcare UX | AI-Enhanced Design Systems | Early ML Integration | Regulatory Compliance UX | Design Thinking Facilitation

RockSpoon Inc. | San Francisco, CA

Co-Founder & Head of UX/UI Design
Jan 2014 – Dec 2017

Co-founded a food-tech startup, combining modern UX and AI for predictive ordering and smart recommendations. Led international expansion and multicultural design teams, launching high-impact solutions that accelerated growth and strengthened the brand.

Technical Focus: Mobile UX Design • Early AI Integration • Cross-Cultural Interface Design • Startup Product Design

Orolix Technologies | Beirut, Lebanon

Senior Art Director & UX Design Lead
Feb 2012 – Jan 2014

Led product design operations in the Middle East, creating Arabic interfaces and cross-cultural experiences. Implemented scalable design systems and global workflows, boosting product adoption, reducing support requests, and ensuring international consistency. Led product design operations in the Middle East, creating Arabic interfaces and cross-cultural experiences. Implemented scalable design systems and global workflows, boosting product adoption, reducing support requests, and ensuring international consistency.

Technical Focus: Cross-Cultural UX Design • Arabic Interface Design • Regional Design Systems • Middle Eastern Market UX

Additional Experience:

Full list of prior positions available upon request or check my LinkedIn.

<https://www.linkedin.com/in/marciosteffen/>

Technical Proficiencies:

- **Google AI Ecosystem:** Expertise in Firebase Studio & Console, Gemini Studio, Google AI Studio, and Vertex AI Workbench for scalable, real-time design workflows.
- **OpenAI Integration:** Skilled in GPT-4 API, ChatGPT Enterprise, DALL-E, Codex, and custom GPT development to enhance design automation and prototyping.
- **AI for Design & Research Acceleration:** Leveraging automated persona generation, predictive user modeling, intelligent A/B testing, and smart design systems to accelerate innovation cycles.
- **Research Automation:** Experienced in AI-driven interview analysis, sentiment detection, behavioral recognition, and automated insight generation to improve data quality and decision-making.

Education & Certifications:

- **Bachelor of Graphic Design and Image**, Panamericana de Artes, Brazil, 1999.
- **Bachelor of Theology**, FEST Filemom Escola Superior de Teologia, Brazil, 2023.
- **Bachelor of Theology**, Theological Studies, Lucent University, United Kingdom, In Progress.
- Certified in Innovation and Creativity, Harvard Business Review, 2020.
- Certified in Leading People, Harvard Business Review, 2020.
- Certified in Innovation Implementation, Harvard Business Review, 2020.
- Certified in Digital Intelligence, Harvard Business Review, 2021.
- Certified in Customer Focus, Harvard Business Review, 2021.
- Certified in Project Management, Harvard Business Review, 2021.
- Certified in Design Thinking, IDEO, 2017.
- Certified in Human-Centered Design, University of California, San Diego, 2018.
- Certified in UX Management: Strategy and Tactics, Interaction Design Foundation, 2019.
- Certified in How to Design for Augmented Reality, Interaction Design Foundation, 2022.
- Certified in Foundations of User Experience Design, Google, 2022.

Awards:

Oracle MadHacks 2022 – 1st Place (Brazil & Latin America):

Developed AI solution for agricultural industry, integrating real-time satellite data, optimizing resource allocation and increasing decision-making accuracy by 25%.

Cognizant GGM GAP Summit 2018 – Best Healthcare Solution in Latin America:

Developed award-winning healthcare app connecting clinics, hospitals, doctors, and patients, improving efficiency by over 50%.

Leadership and Mentorship:

• **Mentor, FATEC São José dos Campos – Prof. Jessen Vidal, Feb 2021 – Sep 2023**

Guided students in evolving their projects through **constant touchpoints and roadmap validation sessions**, ensuring the successful delivery of scalable solutions. Enabled access to **\$300 Oracle Cloud vouchers annually**, empowering students to utilize cloud services for innovation and experimentation.

• **Mentor, GamesForGood, Oracle, Sep 2020 – Oct 2020**

Supported low-income students in creating online games using **JavaScript tools**, helping them acquire **market relevant skills** and advance their careers. Facilitated hands-on training sessions that bridged the gap between technical knowledge and real-world application.

Languages: Portuguese (Native), English (Professional Fluent), Spanish (Professional Fluent)