

**Marcel
Leal**

CREATIVITY

TECHNOLOGY

INNOVATION

DESIGN

INTERFACE

MARKETING

COMMUNICATION

Marcel
Leal

Design & Strategy

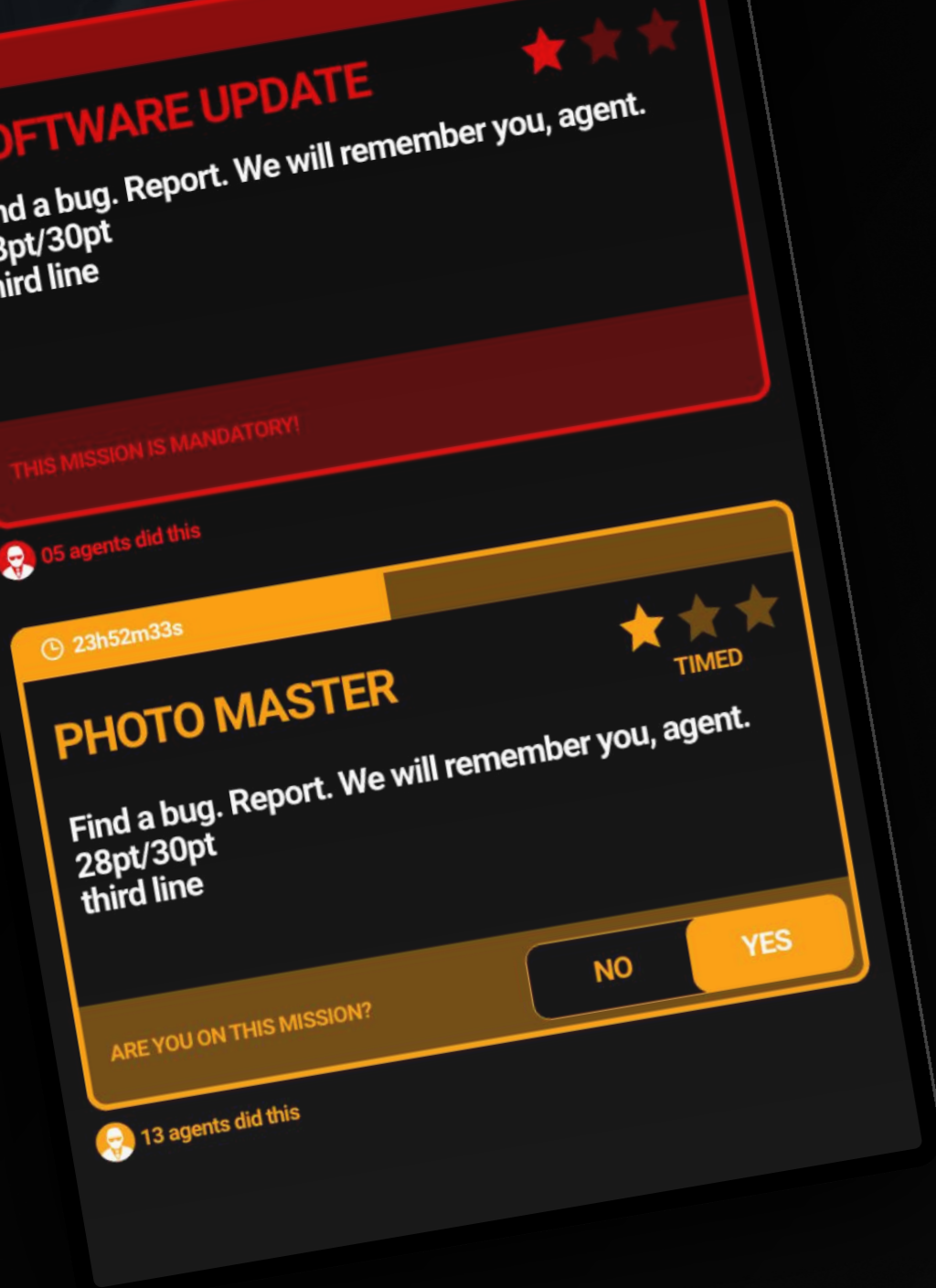
With over 25 years of experience in design and communication, I have worked as a Creative Director, managing creative teams and leading innovative projects.

My approach combines practical experience in various areas, in-depth knowledge of design methodologies, and the pursuit of innovation in problem-solving.

Check out my profile

 [/marcelleal](#)





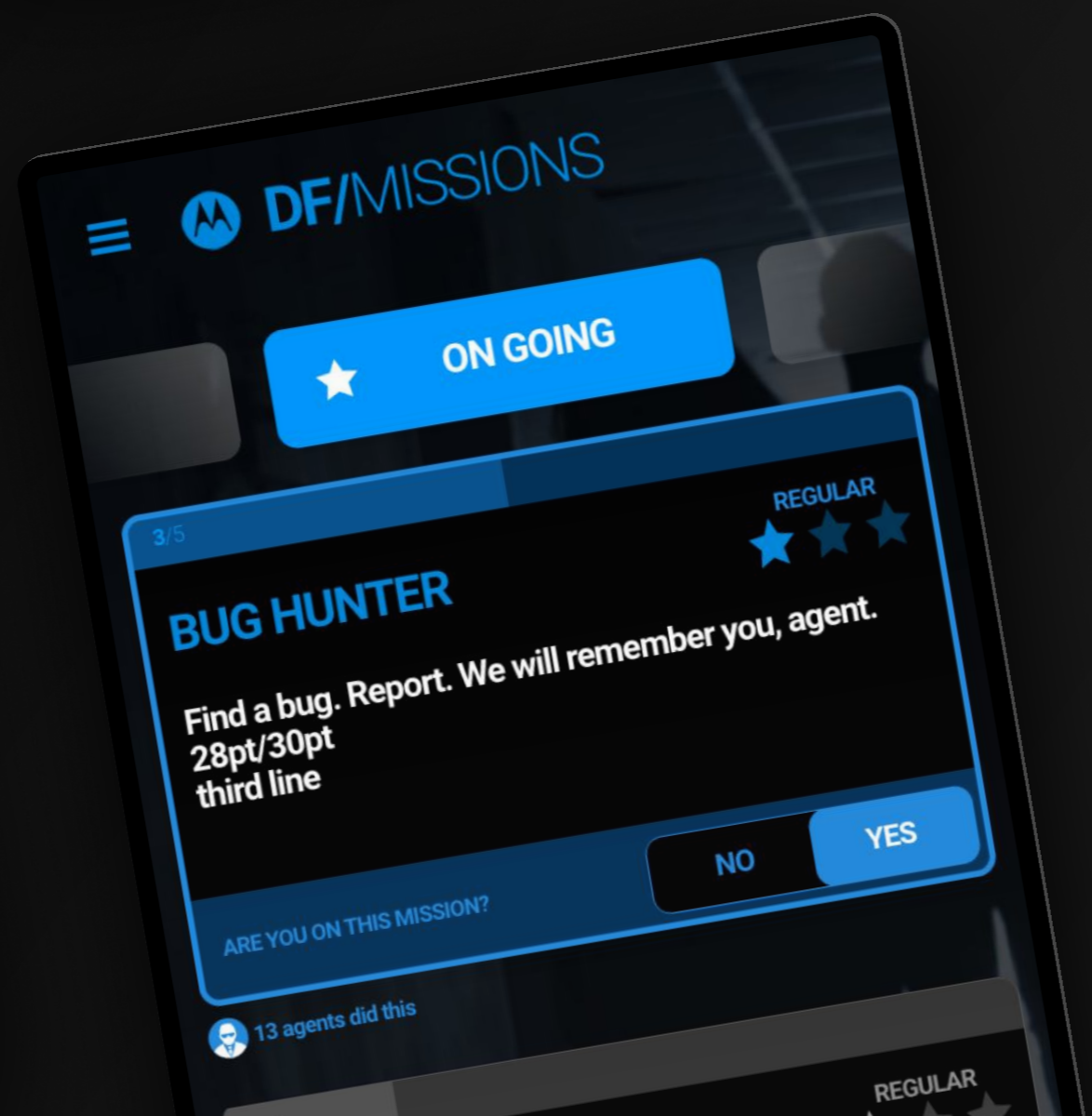
Motorola has a testing team that uses new devices that are not yet on the market. However, these employees were not very engaged in the activities that involved testing the device.

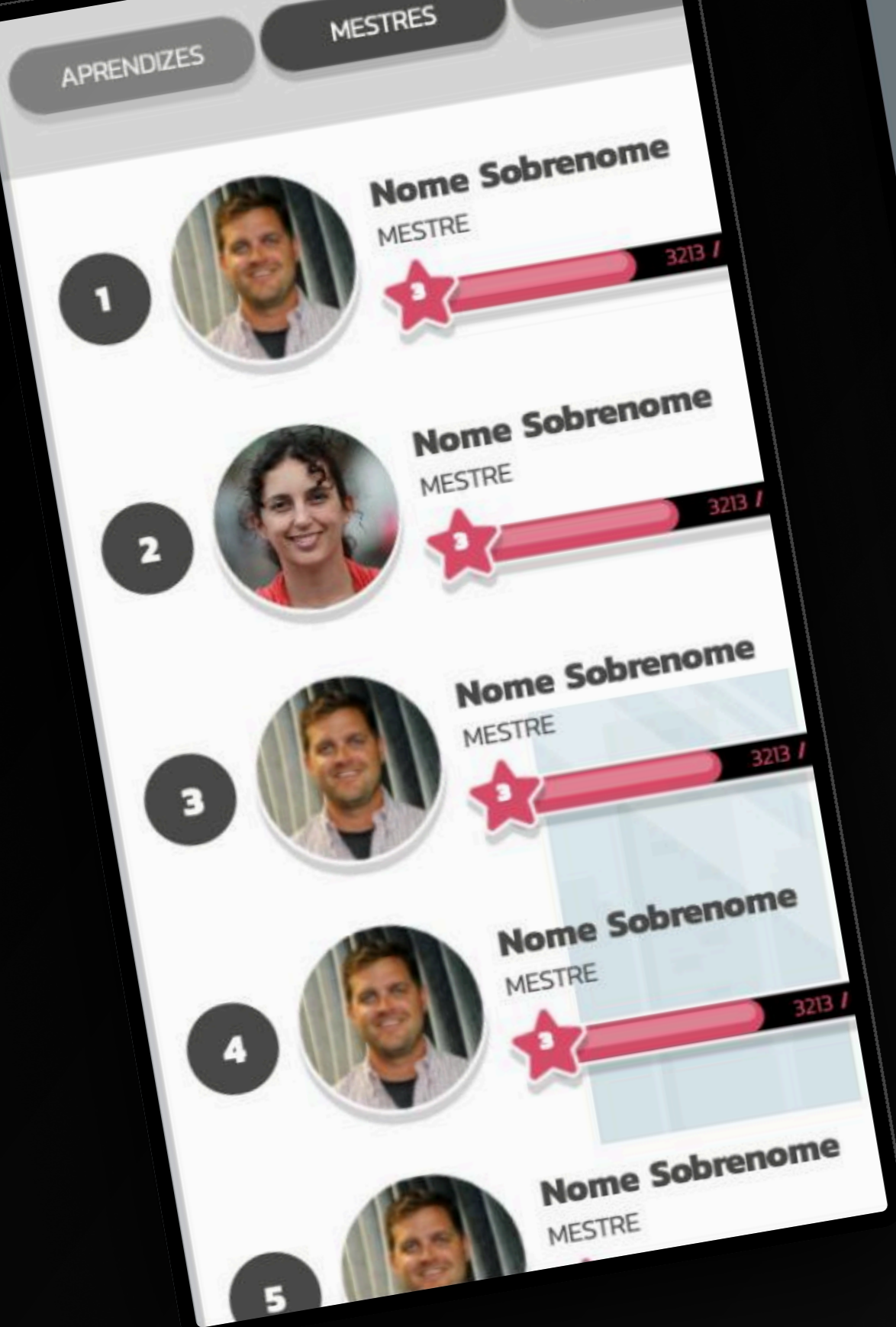
Through research, we identified that communication between the team and the program was a point of failure, and we involved the team in a secret agent narrative, with some communication dynamics between management and the team.

“Before, it took us about 8 days to reach 80% of the population in tests. In the new version, this dropped to 4 hours!”

Ygor Santos, developer

[WATCH THE TEASER](#)





OTIS

We created an integration platform for Otis employees, replacing traditional onboarding.

This platform allows new hires to learn about their areas and other areas of the company, earning points.

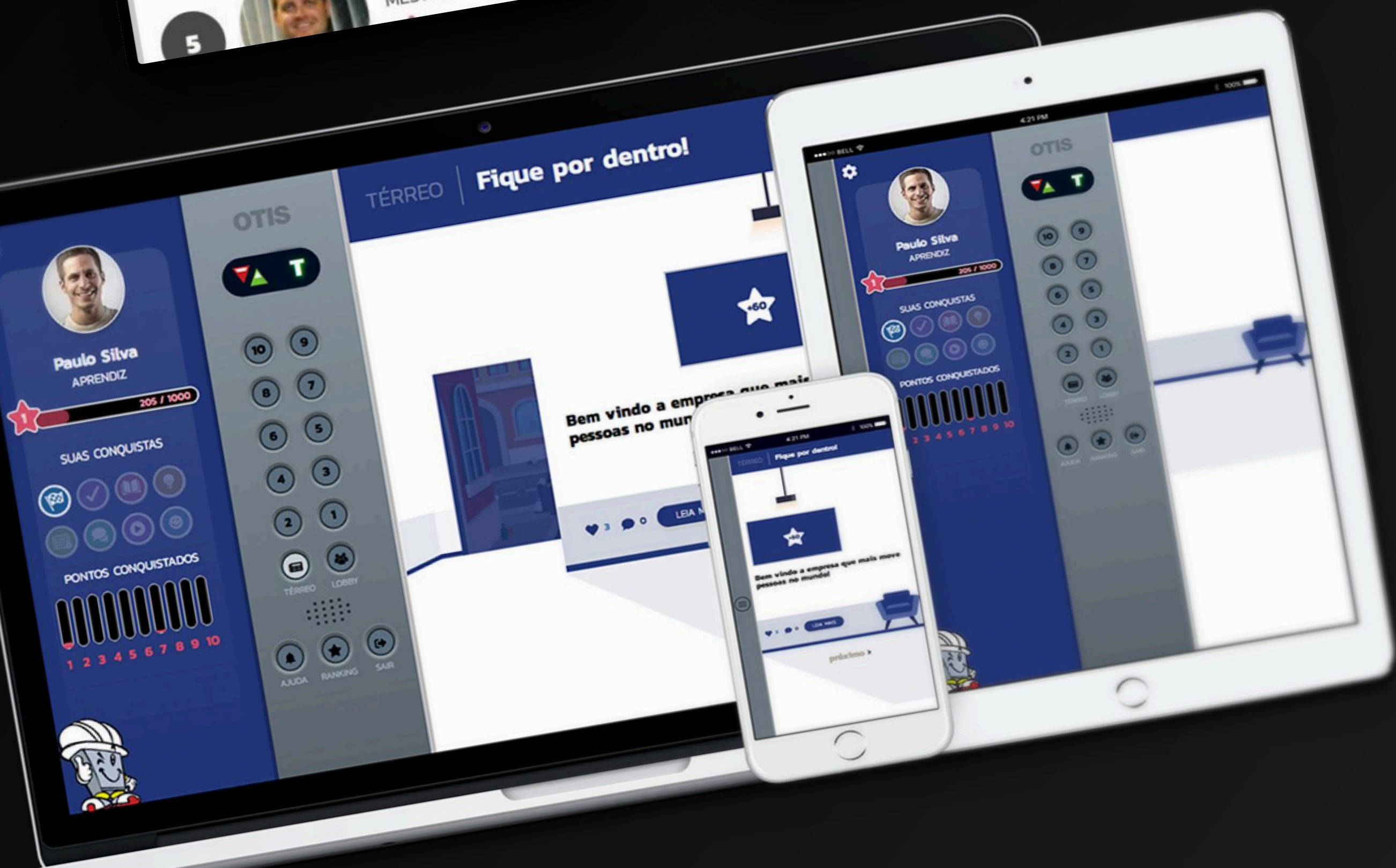
They can access benefits, incentive programs, and interact with other newcomers, making the process more interesting and efficient.

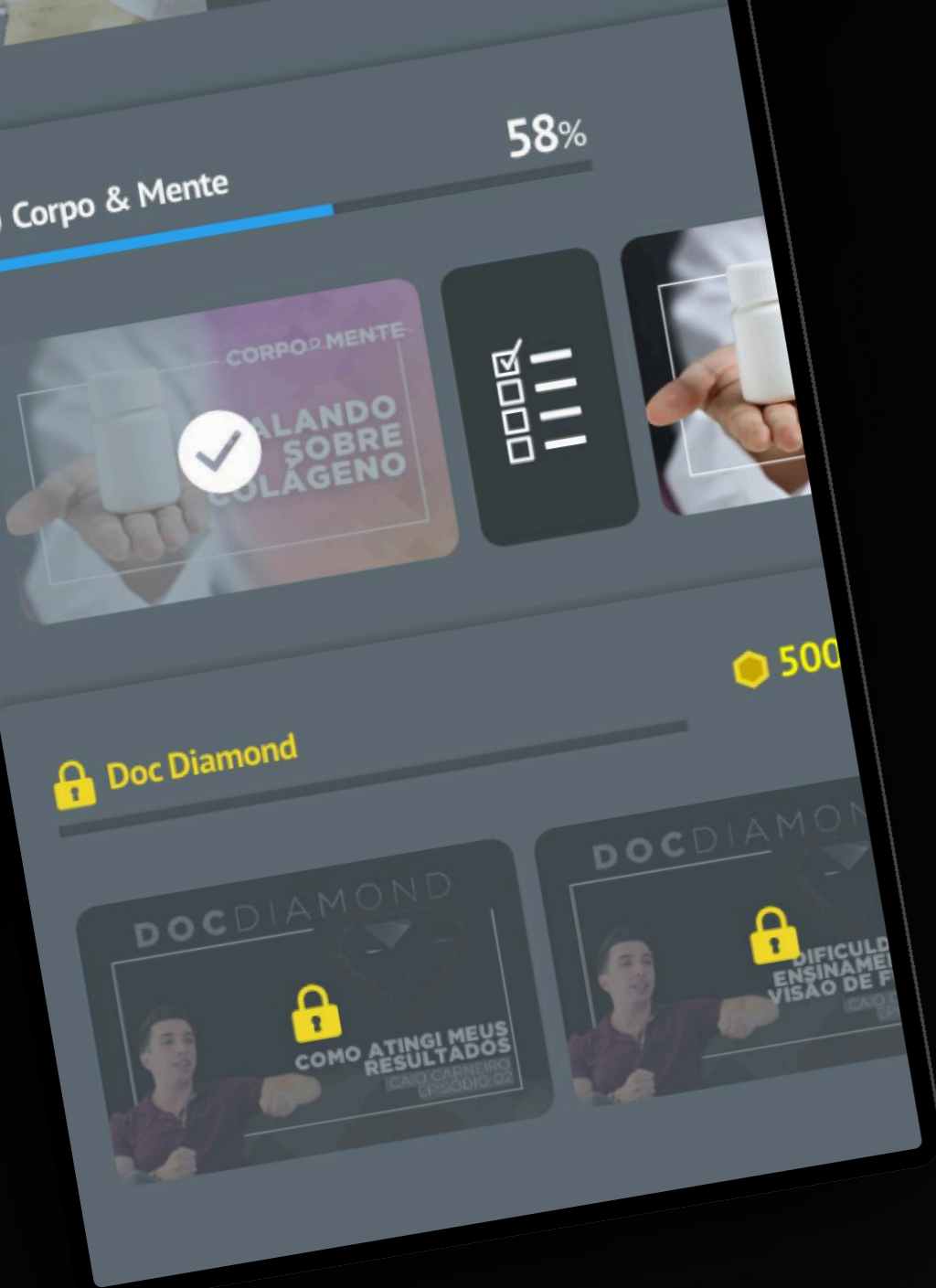
It saves time for the company, management, and employees

"The new employee completes 100% of the onboarding before even starting at the company."

Gabriela Lemes, HR Director

[INTERVIEW WITH CRISTIANE FIOREZZI](#)





EuBlack is a support team for Jeunesse distributors, operating through referrals and multi-level marketing.

The main challenge was the partial adherence of salespeople to the company's processes, making it essential to find ways to effectively engage the team in this context.

The solution adopted involved the implementation of gamification to engage users on a journey to become the best salespeople in the group.

By completing the suggested activities and adhering to the sales process outlined by the company, salespeople progress on their journey, gaining access to increasingly comprehensive content and training within the app itself.

[CHECK OUT THE APP](#)





The Innovation Game was an EDP initiative to promote learning about occupational safety and innovation among its employees.

The project used a gamified quiz format, with weekly questions that challenged participants to test their knowledge. With each correct answer, employees accumulated points, which were added up and counted by city.

This dynamic created a healthy competitive environment, encouraging everyone's participation and engagement. The main objective was to strengthen employees' knowledge of crucial topics for the company, in a dynamic and interactive way.

At the same time, the game promoted team unity and the spirit of collaboration, with each city seeking the best performance in the ranking

[CHECK OUT THE SITE](#)

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Clients



Novomarco
ENGENHARIA E CONSTRUÇÃO



MOTOROLA



OTIS

Softys

GAttec

the
Fini
company

(SUNO)

syny

The Autodoc logo, featuring a stylized 'A' inside a circle.

AUTODOC

The EDP logo, featuring a stylized 'e' inside a circle.

edp

The Viacredi logo, featuring a stylized 'V' inside a circle.

VIACREDI
COOPERATIVA AILOS

**Marcel
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**Let's build
something
incredible?**

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