Alicia Marin

I am a UI/UX designer and researcher with a strong background in graphic design, information architecture, and front-end development. I have a minimalistic design aesthetic and design/build responsive web sites and native mobile applications. Diverse, cross-disciplinary teams are a key ingredient for innovation, and this is the environment in which I thrive.

PROFESSIONAL EXPERIENCE

Product Design Manager
Jan 2020 - Present
Wayfair Transportation
Boston, MA

• Lead the development of UX strategy and overall design direction for all products including: developing conceptual and detailed designs, journey maps, concept wireframes, visual mock-ups and prototypes to help outline the intended user experience of the product.
• Managed and facilitated user experience research and design efforts for solutions to enable a best-in-class user experience with members of the team.
• Scaled interaction design patterns and visual design style guides, as well as, develops user interface (UI) patterns library to ensure consistency and best design practices.
• Managed milestones, deadlines and schedules from concept through execution to meet and exceed delivery expectations on projects.
• Partnered with key business groups, product and development teams to align UX strategy and designs with the overall product and business strategy.
• Guided and mentored a team of diverse designers to institutionalize best-in-class UX methodologies and collaborations.
• Attracted and retain top talent by building a safe space to share and grow career paths and skill sets.

Senior UX Architect
Jan 2016–Jan 2020
Office Depot Inc.
Boca Raton, FL

• Design wire-frames, user journeys, high-fidelity mock-ups and prototypes.
• Conduct usability tests and synthesis results to improve user experience.
• Translate web-based functionality to task-based use flows for mobile contexts.
• Research users too deeply understand their context of use and requirements.
• Conduct user testing using interactive prototypes to gather feedback/iterate.
• Collaborate with product owners and stakeholders on heuristic strategies.
• Created interaction design patterns and visual design style guides, as well as, develops user interface (UI) patterns library to ensure consistency and best design practices.

Senior UX Designer
Feb 2011–March 2013
Kaeron Consumer Products
Miami, FL

• Adapted desktop e-commerce experience for mobile and tablet devices.
• Prepared user task flows, wire-frames, prototypes, and specifications.
• Ensured design consistency by working with cross-functional teams.

Lead UI/UX Designer
Oct 2007–Feb 2011
Tiger Direct
Miami, FL

• Designed and built CMS templates for e-commerce product pages.
• Wrote and edited engaging web content with consistent brand voice.
• Mentored and created on-boarding process for new team members.

Creative Director July
2004–October 2007
eBISU Import
Miami, FL

• Researched and developed personas for global fashion apparel business.
• Conducted international ethnographic studies to inform material sourcing.
• Partnered with business and off-shore team to coordinate E2E production.
• Developed e-commerce site ensuring consistent brand image and style.

786.759.8831
am@alicia-marin.com
Shirley, MA 01464
alicia-marin.com
LinkedIn.com/in/aliciamarin1

EDUCATION
UX Certification (2016)
Nielsen Norman Group
Bachelor Fine Arts
(2006) Florida
International University

UX SKILLS
• User research
• Competitive analysis
• Information architecture
• Wireframing
• Interaction design
• Prototyping
• Usability testing
• Workshop facilitation
• Synthesizing Data
• Aligning cross-functional disciplines

DESIGN TOOLS
• Sketch
• InVision
• PhotoShop
• Illustrator
• InDesign
• Abstract
• Figma
• Miro

WEB TECHNOLOGIES
• HTML5
• CSS3
• JavaScript