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 for all platforms and devices. Diverse, cross-disciplinary teams are a key ingredient for innovation, and this is the environment in which I thrive.

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PROFESSIONAL EXPERIENCE

Senior UX Architect **Jan 2016 – Present**
UX Architect, Retail eCommerce June 2015 – Jan 2016
Senior UI Designer, Marketing Feb 2014- June 2015
UI Designer, Marketing April 2013- Feb 2014
Office Depot Inc. **Boca Raton, FL**

- Translate web-based functionality to a task-based usage flow for mobile devices.
- Researched users and worked with other teams to understand their context of use and requirements.
- Increased conversions for promotional pages, banners, and emails by ideating with product teams to design innovative content that engaged our customers.
- Conduct user testing using interactive prototypes to gather feedback and iterate.
- Collaborated with product owners and other stakeholders on heuristic strategies.
- Designed wireframes, user journeys, high-fidelity mockups and prototype deliverables.
- Conducted usability tests and analyzed results to use for development iterations.

Senior UI/UX Designer **Feb 2011-March 2013**
Kaeron Consumer Products **Miami, FL**

- Adapted desktop ecommerce experience for mobile and tablet devices.
- Designed product packaging and prepared promotional materials for print and web.
- Gathered requirements, rapid prototyped, solicited feedback, and iterated concepts.
- Prepared user task flows, wireframes, interactive prototypes, and specifications.
- Collaborated with cross-functional teams to ensure design consistency across sites.

Lead Web Content Developer **Oct 2007 – Feb 2011**
Tiger Direct **Miami, FL**

- Mentored and created streamlined process for on-boarding new team members.
- Designed and built web templates for product pages on ecommerce content management systems.
- Researched, wrote, gathered, organized, and edited web product content.
- Created and updated icons and graphics, manipulated/optimized product images.
- Wrote and edited engaging web content with consistent brand voice.

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

- Researched and developed personas for global fashion apparel business.
- Conducted ethno studies for fashion patterns and trends to use abroad for material sourcing.
- Partnered with business and off-shore team to coordinate start to end production.
- Developed ecommerce site ensuring consistent brand image and style.
- Managed day-to-day site updates and seasonal changes across product lines.
- Prepared creative assets to digital and print publication.

EDUCATION & CERTIFICATION

UX Certification (2016)
Nielsen Norman Group

Bachelor Fine Arts (2006)
Florida International University,
Miami, FL

UX SKILLS

- User research
- Competitive analysis
- Information architecture
- Wireframing
- Interaction design
- Prototyping
- Usability testing

DESIGN TOOLS

- Sketch
- InVision
- PhotoShop
- Illustrator
- InDesign
- Axure

WEB TECHNOLOGIES

- HTML5
- CSS3
- JavaScript

"Great design is a multi-layered relationship between human life and its environment." -Nato Fukasawa