iammarcmarcel@gmail.com | 404-964-6599 | Los Angeles, CA 90068 | **Portfolio:** [LINK](https://www.designsbymarcel.com/)

**SUMMARY**

Innovative and agile UI/UX Designer with nearly a decade of experience crafting user-centric solutions. Skilled in comprehensive user research and dedicated to transforming user needs into impactful digital experiences. Renowned for detail-oriented work and exceptional communication with teams, stakeholders, and consumers.

**SKILLS**

Design Thinking | Problem Solving | Organization | Team Collaboration | Information Architecture | Usability Testing | User Journey Mapping | Quantitative Research | Qualitative Research | A/B Testing | Interactive Design | Wireframing | Prototyping |Motion Graphics | Iconography | Typography | Figma | Adobe Creative Suite | Animation | Video Editing | HTML/CSS | JavaScript | VUI | AR/VR | Creative Writing | Public Speaking | Sketch | E-commerce | Accessibility

**PROFESSIONAL EXPERIENCE**

**UI Designer / Animator / Video Editor October 2023 - Present**

*Cosmidelic Productions Los Angeles, CA*

* Led content management, streamlining the process of uploading, categorizing, and managing media assets.
* Designed user-friendly interfaces for an internal video-on-demand system, to an extensive library of media content.
* Developed and maintained website for TV and film slates, focusing on user engagement.
* Executed design duties, including creating low-fidelity wireframes and interactive prototypes using Figma.
* Led animation and video editing tasks for 'Gurus the Meta Movie,' a groundbreaking full-length feature film.

**UX Researcher January 2022 - April 2023**

*Go Gold Financial Boulder, CO*

* Conducted user research and usability testing to refine and iterate interfaces.
* Collaborated with cross-functional teams to develop user-centered designs that prioritize usability.
* Utilized remote and in-person usability testing to evaluate new product features and enhancements.
* Executed longitudinal studies to track user behavior, fostering deeper insights and informed decision-making.
* Conducted comprehensive interviews to gain insights into user expectations and pain points.

**UI UX Designer December 2019 - April 2020**

*CannaReleaf Wellness Baltimore, MD*

* Spearheaded website and app development, prioritizing integrating navigation features to enhance user engagement.
* Designed an informative experience for customers, including educational resources and FAQs about CBD.
* Developed an e-commerce shopping platform from interviews and usability research.
* Enhanced the checkout process, reducing cart abandonment by 20% through simplified navigation.
* Created wireframes in Agile working environment, rapid prototyping, and high-fidelity mockups using Figma.
* Developed storyboards from usability studies and user flows to visualize and communicate design concepts.
* Collaborated with the marketing team to create landing pages and promotional materials.
* Conducted comprehensive qualitative and quantitative research, leading to improved online product sales.
* Executed A/B and usability testing for in-depth market research and competitive analysis of industry behavior.

**UX Designer September 2015 - April 2020**

*Specialty Marketing & Printing Baltimore, MD*

* Performed design tasks, such as developing low-fidelity wireframes and crafting interactive prototypes using Figma.
* Led the website development project, focusing on improving navigational features to boost user engagement.
* Integrated user-centered design principles into the development of a print proofing tool, enabling customers to preview and approve designs online, reducing errors and streamlining the approval process.
* Mapped out the user's journey across various touchpoints and increased user engagement on the website.
* Analyzed customer feedback and site analytics to identify pain points and opportunities for improvement.

**ACHIEVEMENTS**

* Authored and successfully published 20+ books, showcasing insights into philosophy, consciousness, and poetry.
* Delivered spoken word presentations at over 50 prestigious academic venues, including Ivy League institutions.
* Boosted morale for US military personnel stationed in Qatar through effective performances in 2014.
* Facilitated the opening of the 2009 Presidential Inaugural Peace Ball, contributing to a historic event.

**EDUCATION**

**Bachelor of Communications**

*Morris Brown College, Atlanta, GA*

**Google UX Design Specialization**

*Coursera*