

Alejandro Marroquin

Digital Product Design
& Experience

SKILLS

Innovation
Strategic Planning
Prototyping
Proof of Concept
Project Validation
Research Studies
Design Systems
Accessibility
Design QA
Guidelines & Requirements
Strategic Workshop facilitation
Tech readiness

TOOLS & RESOURCES

Sketch 3
Adobe Creative Cloud
Microsoft Suite
Invision
UserTesting.com
Sympli
Qordoba

ENGLISH
SPANISH
PORTUGUESE

CONTACT

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www.alejandromarroquin.com
San Francisco, California

WORK EXPERIENCE

MAY 2017 - CURRENT

Sr. UX - Product Designer | **Visa**

San Francisco, CA

Visa's primary representative at EMVCo of the Secure Remote Commerce UI task force. Providing a foundation that enables industry solutions of digital transactions in a consistent, streamlined fashion across a variety of remote-checkout environments.

Developed proof of concept of various initiatives focused on E-Commerce payment transactions at a global scale while being an advocate of the consumer voice and the Visa digital solutions team & products.

Led various strategic initiatives focused on:

- Merchants
- Issuers
- Payment Networks
- Payment Service Providers
- Third Party Wallets
- other Consumer products.

Contributed to various specifications of global Guidelines for digital E-Commerce implementations of internal and external partnerships. Translated consumer perceptions and preferences around digital transaction journeys by facilitating workshops, co-creation sessions with internal and external stakeholders, strategic planning, various global user experience studies, daily internal sync-ups with my team (Strategy, UX, UI, Content writers, and Visual designers), and managing company's external position for innovation in the digital payments industry.

Elevated Visa's role for future brand equity by driving global research conjunctly with our brand team. Focused on multiple user experience environments for digital interactions such as web/mobile, native apps, IoT's and other partnership-based implementations.

MAY 2014 - FEB 2017

Sr. UX - Product Designer | **Fandor**

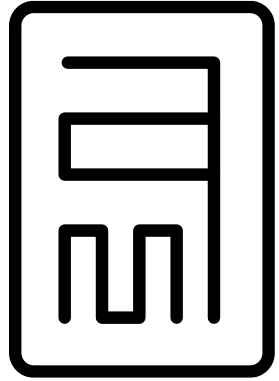
San Francisco, CA

Executed a variety of user experience tasks for different variations of platforms: (Desktop, iOS, Android, Apple TV, Roku, Android TV, Xfinity Comcast App):

- Research/brainstorming
- Competitive analysis
- Architecture diagrams
- Wireframes
- prototypes
- screen-flows

Presented cohesive design approaches to a non-design audience (including business, product and technology teams). Drove and performed user research test/activities for product validation. Advocated for human perspective while defining product strategy. Gauged the usability of new and existing products providing constructive suggestions for change.

Worked closely with the VP of Product, Product Managers and Engineering leads to resolve issues, maintain the quality and best practices of the product.



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EDUCATION

The Art Institute of California — San Francisco

**Bachelor of Science, Web Design
& Interactive Media**

Graduated with honors June 2011

City College of San Francisco

Coursework in Graphic Design

Aug 2003 - Dec 2005

University Rafael Landívar

Law School - Guatemala City

Coursework in Law

Jan 1998 - Jun 2000

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WORK EXPERIENCE

SEP 2011 - MAY 2014

UX - Visual Designer | **FriendFinder Networks, Inc.**

Sunnyvale, CA

Work closely with head manager and engineering team; Understanding and actualizing the project goals and requirements of the product.

Recommend new user models of interaction for existing/new products via conceptualization and competitive analysis.

Create personas, storyboards, mock-ups and prototypes of effective communication for online dating and social media. Craft documentation and wireframing of user experience for new and re-design member pages to recreate a better human interaction through computer flow.

Increased brand visibility through concept generation, design, and development. Maintain a standard and flexible layout for wireframing in order to display website internationally in different languages. Research and advise new technologies to facilitate easier accessibility implementation. Built, delivered and optimized design files for development team following best practice.

SEP 2009 - AUG 2011

Web Designer/Developer | **Mission Cultural Center**

San Francisco, CA

Provided design, web development and user interface direction.

Built 17+ pages in HTML, CSS, jQuery and JavaScript.

Assisted with graphic needs such as: posters, postcards, flyers, t-shirt design, and other print materials requested by inside team. Video shoot / photographed

MAY 2006 - AUG 2008

Layout Designer | **The Examiner Newspaper**

San Francisco, CA

Lead designer for all advertorial sections of paper

Collaborated with editorial team on section layouts: Local News, Entertainment, Automobile, Eats and other monthly publications.

Managed other advertising design such as: employment brochures, sales media kits, maps, charts, presentations and other promotional materials.

Presented cohesive design approaches to a non-design audience (including business, product and technology teams). Drove and performed user research test/activities for product validation. Advocated for human perspective while defining product strategy. Gauged the usability of new and existing products providing constructive suggestions for change.

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