

Xochitl Marquez

UX Designer

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UX Designer leveraging strong background in Anthropology to create culturally relevant, innovative, and inclusive user experiences that solve client problems. Skilled in producing high-fidelity designs, prototypes, wireframes, and user research reports. Proven ability to develop and formalize UX design and research processes to optimize productivity.

RECENT EXPERIENCE

T-Mobile | Los Angeles, CA (Mar 2023 – Dec 2023)

UX Designer

- Crafted intuitive user experiences for T-Mobile's broadband services.
- Led user-centered design (UCD) efforts, spanning UX research, interaction design, UG/visual design, and prototyping across digital platforms.
- Successfully executed the development of diverse marketing assets including banners, yard signs, A-Frames, bus panel posters and baseball field advertisements to drive T-Mobile's Fiber's brand and offerings.
- Utilized mixed-method approaches including interviews, surveys, and data analysis to inform strategic decisions.
- Streamlined user research process by creating templates, resulting in a 20% increase in efficiency.
- Cultivated stakeholder relationships by collaborating with product managers and engineers to gather requirements and align design initiatives with business goals.
- Produced customer journey diagrams, user personas, high-fidelity designs, prototypes, wireframe, sketches, and marketing assets, driving alignment and clarity across cross-functional teams.

Amazon | Los Angeles, CA (May 2022 – Dec 2022)

UX Designer II, Consumer Robotics

- Created immersive experiences for 'Astro,' Amazon's first consumer robot.
- Developed innovative conversational design behaviors for Amazon's new robot 'Astro,' enhancing its personality through human-robot interactions, motion, and visual design.
- Established a library of design templates and standardized artifacts, which significantly accelerated the workflow for a 10-person UX team.
- Standardized designs across Astro's mobile app, home monitoring, device behavior, and ring subscriptions.
- Redesigned and refined an internal landing page tool for Sound and UX Engineers, elevating its functionality through updated branding, copy, and navigational search.

KEY SKILLS

Design

Adobe XD
Design Systems
Figma
Information Architecture
Interactional Design
Prototyping
Sketching
Style Guides
UI Design
Usability Testing
UX Design
Wireflows

Research

Card Sorts
Ethnographic Studies
Heuristic Analysis
Qualitative Analysis
Quantitative Analysis
User Interview
User Surveys
UX Research

Product

Cross Functional Teams
Design Thinking
Emerging Products
Empathy
Jira
Persuasion
Presentation
Problem Solving
Innovation
Strong Communication

RECENT EXPERIENCE (CONT'D)

Amazon | Los Angeles, CA (June 2021 – May 2022)

UX Designer I, Consumer Robotics

- Collaborated with the Astro team, including sound engineers, animators, voice specialists, designers, stakeholders, and researchers, to deliver UX solutions and recommendations for internal tools.
- Presented alternative work to the team and led feedback reviews, ensuring alignment with project objectives and improvement through collaborative sessions.

CAREER HIGHLIGHTS

UX Process Development

Crafted comprehensive UX research frameworks from the ground-up by establishing defined processes to guide future research; efforts led to optimized research workflow, fortified design decisions, and user-centric culture that elevated design quality.

User Experience Optimization

Enhanced pre-order credit card experience by introducing new screens and features strategically aligned with business objectives and latest design system; implementation ensured seamless service installation, consequently boosting customer retention rates by 5%.

Wireflow Procedures

Revamped wireflow procedures by establishing design uniformity across Amazon Astro's mobile app, home monitoring, device behavior, and ring subscriptions; pioneered the development of a comprehensive template for the robot's security system, filling a crucial gap in design infrastructure.

New Screen Integration

Expanded T-Mobile's service offerings by leading the market launch initiative of the 2GB plan for T-Mobile Fiber internet customers, integrating new screens for seamless plan switching within the user account interface and significantly enhancing user experience.

UX Project Lifecycles

Led the comprehensive lifecycle of the Smart Nest e-commerce project, orchestrating each stage from initial concept ideation to thorough research and rapid prototyping, ensuring a uniform, user-centered approach.

EDUCATION

Bachelor of Arts in Anthropology

University of California
Santa Cruz, CA

UX Design Certificate

Springboard

TECHNOLOGY

Adobe XD

Dscout

Figma

Google Analytics

Jira

Keynote

Sketch