Marisa Garcia

Proactive and detailed UX/UI designer with a graphic design background who is experienced in putting people and their values at the heart of digital experiences.

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EXPERIENCE

Experience Designer | Lifeblue Inc.

Jul 2022 - Today

User research, wireframes, team collaboration in agile environment, brand development, and deliver high-fidelity design. Client projects include, The Paramount Theater, Heifer International, Country Music Hall of Fame, the AT&T Performing Arts Center, and many more.

UX Designer | Swell Creative Inc.

Jan-May 2022

Perform stakeholder and user interviews. Developed user flows, information architecture, iterate prototypes based on user needs and feedback, and maintain Swell design system.   Social justice client projects include: United Way of Greater Los Angeles, Dashboard Earth, and The LAFED.

UX Designer | Young Storytellers

Apr 2021 - Sep 2021

Researched and provided design solutions for a profile database for Young Storyteller Head Mentors to recruit actor volunteers efficiently. Conducted usability testing and implemented products based on user feedback.

UX Project Lead | Thread Wellness

May 2021 - Sep 2021

Brand identity and responsive website. Includes: UX research, stakeholder interviews, coordinating user testing, and visual design.   Presented design ideas to clients to determine specifications and overall design aesthetic.

Professional Association

IDEO Business Innovation Certificate | Dec 2022 IDEO Designing Strategy Certificate | Nov 2022
Terro.do Climate Designer Program | May 2022
Toastmasters Member | November 2018 - May 2021

EDUCATION

Savannah College of Art & Design
BFA in Design 2012

Designlab UX/UI Academy

TOOL KIT

Figma, Adobe XD, Sketch, Invision Webflow, Photoshop, Illustrator

SKILLS

Human Centered Design
Design Thinking
User Experience Design
User Interface Design
Prototyping
Wire-framing
Information Architecture
Interaction Design
Responsive Web Design
Usability Testing
A/B Testing Interviews
User and Task Flows
Project Management
Cross-Team Collaboration

INTERESTS

Photography
Rock-climbing
Painting
Improv
Nature
Singing
Travel
Sushi
Music