Hi, I'm Marlene

I specialize in robust *design systems* & delightful *digital experiences* for those seeking to create captivating UX.

WEBSITE m-flores.com

LINKEDIN /marlene-flores-96032956/

SKILLS UX/UI ✳ Design Systems ✳ Prototyping ✳ Figma ✳ Brand ✳ HTML & CSS ✳ Leadership

EDUCATION Academy of Art University B.F.A | 2012 ✳
App Academy Coding Bootcamp | 2017

LOCATION San Diego ✳ San Francisco

PROFESSIONAL EXPERIENCE

Lead Designer @ Berlin Bytes.................................... Berlin, Germany | Sep 2021 - Sep 2023

Leadership
- Led and grew a team of 4 designers, ranging from intern to mid-level.
- Leading design workshops to define client goals and creative direction.
- Creating and formalizing company's design practices, ex: Figma Standards and Processes, Atomic Design and Design Systems, Organization Design Wiki, and design new hire onboarding.
- Identifying, creating, and leading learning to up-skill design team and adjacent team members. Ex: engineers, project managers, and clients.
- Developed workshops and town halls for designers and engineers to up-skill and share knowledge

Design
- Brand research and development to align with client business goals.
- Creating scalable design systems using both Atomic and Token principles.
- Creating and running research for design optimizations: usability research, interviews, prototyping, and A/B testing.
- Web and mobile applications: market and UX research, information architecture, wireframes, designs, and prototype designs.
- CMS, like Webflow, designing and building with front-end customization using HTML and CSS.
- Regularly collaborating cross-functionally with decentralized teams: clients, stakeholders, content, designers, and engineers.

Senior UI/UX Designer @ Yoshino Digital................ Berlin, Germany | May 2020 - Aug 2021

- Leading and contributing to web design initiatives: project management, market and UX research, information architecture, wireframes, designs, prototype designs, and builds.
- Collaborating with engineers to ensure project quality and delivery: documentation, asset optimizations, design and content audits, device testing, and debugging.

Web Designer @ AdRoll.. San Francisco, Ca | Aug 2018 - Dec 2019

- Contributed to website projects from initial concept to final delivery: information architecture, wireframes, designs, and build. Leading the design and build of the website rebrand was my most impactful contribution.
- Collaborating with SEO & Analytics Teams to identify and create opportunities to optimize UX via A/B testing. Examples:
  - 4% lift in sign up on the Pricing page
  - 15% lift in sign ups with hero CTAs
  - 29% lift in sign ups with revised CTA language

Product Designer @ IFTTT... San Francisco, Ca | Jan 2018 - Mar 2018

Visual Designer @ NextGen America........................ San Francisco, Ca | Aug 2015 - July 2017

Visual Designer @ Viscira... San Francisco, Ca | Jan 2014 - Aug 2015

Digital Designer @ 12FPS... San Francisco, Ca | Mar 2013 - Dec 2013