

Hi, I'm Marlene Flores

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

🌐 m-flores.com

✉ flores.m.1049@gmail.com

☎ (415) 314 - 8707

in [/marlene-flores-96032956/](https://www.linkedin.com/company/marlene-flores-96032956/)

🌀 [/floresm](https://github.com/floresm)

PROFESSIONAL EXPERIENCE

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

- Consistently fostering cross-functional collaboration with decentralized teams, including: clients, internal stakeholders, content creators, designers, and engineers.
- Creating and formalizing company's design practices, ex: Figma Standards and Processes, Design Systems, Organization Design Wiki, and design new hire onboarding.
- Facilitated design workshops, leading to 3+ successful brand relaunches through research and development to meet client and business goals. Examples:
 - Aeyde • Futury • PetHearts
- Oversaw and contributed to 4+ web UX/UI and app UX/UI projects for B2B, B2C, and SaaS industries. Examples:
 - 1KOMMA5°C • Your 3rd Spot • PetHearts • Aeyde
- Developed UX optimizations via usability research, qualitative interviews, prototyping for A/B testing, and traffic monitoring with Google Analytics.

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, prototyping, builds, and post-launch maintenance.

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

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

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

- Achieved in-app user retention by developing hypotheses and conducting user studies for UI/UX improvements. Examples of enhancements:
 - Increased sign up rate by 6% on the website • Increased in-app use by 60%

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

- Designed and launched a national brand twice, in addition to developing all necessary collateral, including social media, web, and print materials.
- Created graphics, social content, publications, and infographics for climate activism and Gen-Z voter outreach.
- Generated original campaigns, both in print and digital, resulting in one million new voter registrations across The United States' 2016 election cycle.

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

- Graphic and motion design for the medical field including interactive conference booths
- UI/UX design and prototyping for native applications

Designer & Front-end Developer @ 12FPS San Francisco, Ca | Mar 2013 - Dec 2013

- Front-end development for emerging companies and interactive museum installations for the San Francisco Asian Art Museum.

SKILLS

UX/UI * Design Systems * Figma * Prototyping *
HTML & CSS * Brand * Visual Design * Adobe

EDUCATION

Academy of Art University B.F.A Web Design & New
Media | 2012 * App Academy Coding Bootcamp | 2017