

MARCOS T. MORALEZ

Product Designer (UX, UI, IxD, ID)

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PROFESSIONAL SUMMARY

I am a Product Designer (UX, UI & ID) with over 17 years of experience in varied design environments. During this time I've had the opportunity to work in close collaboration with Founders, CEOs, Product Managers, Design Teams, and Engineers in both startup and corporate settings to execute Product Design Strategies that align well with business objectives.

My experience and achievements include leading the redesign for CBSsports.com; A process that involved conducting stakeholder interviews, user research, creating wireframes, prototypes, high-fidelity mockups and managing implementation iteratively. Additionally, while at CBS Sports, I designed The Emmy Award-Winning March Madness on Demand application for The NCAA. Being one of the first companies to stream broadcast live video had its challenges. Challenges that were overcome by employing creative yet thoughtful solutions.

FOCUS

User Experience (UX), Innovation Design (Design Thinking), Interaction Design (IxD), and Visual Design (UI).

ADDITIONAL SKILLS

Design Mentorship, Non-Visual UI + IxD, Growth Marketing (Affiliate, SEO, SEM, Social Marketing, Monetization, Growth Strategies), Lean Startup Methodologies, Ideation, Product Development, User Research, Competitive Analysis, Usability Testing, Wireframes, Mobile App Design, Branding, Illustration, Photography, Typography, Audio & Video Editing, CSS, HTML, Analytics.

PASSIONS/INTERESTS

Design Thinking, Neuroscience, Physics, Futurology, Alt Energy, AI + ML, Hardware/wearables, Innovation, Philosophy.

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EXPERIENCE

SQOR DIRECTOR OF PRODUCT DESIGN (1 YEAR 2 MONTHS) APRIL 2016 - MAY 2017

As the director of Product Design at Sqor, I was the not only the voice of the design team but also hands on. Responsible for communicating design with clarity across the organization.

- Managed the product design team (initially a team of 6)
- Participated in defining product strategy
- Led design sprints to uncover product market fit opportunities (ideation)
- Designed interactive prototypes of the MVP concepts that came out of the design sprint and presented to stakeholders (animation, interactive transitions via motion graphics and prototypes)
- Analyzed user interface problems and created design solutions that met measurable business goals and requirements.

AMAZON UI UX DESIGNER (3 YEARS 11 MONTHS) MAY 2012 - MARCH 2016

As a Product Designer on Amazon's Alexa team, I had the opportunity to design and iterate interfaces in key areas of the product. These include the dashboard, data visualization, company profiles, and much more that has not been released.

- Gathered and defined interface requirements through user visits, task flow analysis, contextual inquiry, and other data collection methods.
- Led user interface designs through the complete design process and development cycle (including user testing, concepts, information architecture, visual design and interaction design)
- Promoted GUI standards and consistency across development teams. Managed standards and UI function guidelines
- Guided development in creation of modern user interfaces with a focus on reusable, usable, intuitive and, efficient user interaction.

OPENSPO RTS CREATIVE DIRECTOR (2 YEARS 9 MONTHS) APRIL 2008 – DECEMBER 2010

- Managed design and motion graphics teams, aiding Product, Sales, and Marketing
- Participated in Ideation of Next generation of fantasy sports games
- Designed user interfaces for fantasy sports games, including mobile apps
- Developed marketing campaigns for products from phases of brainstorm through design
- Created branding and style guides for OPENSports.com and products

CBS INTERACTIVE SENIOR DESIGNER (2 YEARS 11 MONTHS) JUNE 2005 - APRIL 2008

Planned and launched the redesign of CBSSports – started with research/wireframes and ending with overseeing engineering implementation of high-fidelity mockups (included design specs and interaction guide)

- Owned and maintained UI design consistency.
- Designed micro-sites, advertisements and sponsorships for high profile companies.
- Designed the Emmy Award-winning NCAA March Madness on Demand video players in 2007 and 2008

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