Marissa Folks

UI/UX Product Designer

EXPERIENCE

Freelance — UI/UX Web Designer | Sept 2023 - Present

- **Thruline AI**
  - Sales landing page redesign to deliver a more engaging user experience, offering prospective clients informative platform insights and seamless demo scheduling

- **How Do You Say Translations**
  - Small business website redesign to provide a more familiar layout for easily locating and booking translation services online

- **Job Jusay** — https://jobjusay.webflow.io/
  - Utilize Webflow CMS to create Jobs collection, as well as all related references/parameters, necessary for managing dynamic job board content
  - Implement customizable, client-side filter and search functionality to tailor jobs based on skills and job type

- **Smart Arusha** — https://smart-arusha.webflow.io/
  - Built a website for driver service start-up in Tanzania, while giving careful attention to their specific goals and local insights to create a tailored solution to travelers

- **Doo Ron Band** — https://www.dooronband.com
  - Built a responsive website using Webflow for a local ukulele band to expand their audience outreach and implemented a CMS for managing their concert schedule

Potato, Inc. — Product Designer | Sept 2022 – Sept 2023
Design Agency for Google

- Manage components, brand guidelines, and documentation within a design system
  - Create reusable components in Figma that can be quickly utilized by technical writers and marketing teams across developer.android.com
  - Generate guidelines to ensure each implementation maintains a consistent and intuitive user experience
- Design responsive landing pages with dynamic CMS content for Android's Developer Tools website as part of an initiative to restructure the site's information architecture
  - Hold kick-off meetings with various Google stakeholders (Editorial, Marketing, Product) to define project scope
  - Communicate design solutions with Google's UX team to gather feedback, and iterate designs based on insights

AdThrill, Inc. — UI/UX Designer | Dec 2021 - Sept 2022
AdTech Start-up

- Improved the B2B analytics dashboard by addressing UX gaps and adding sort/filter features for customizable data visualization
- Redesigned the B2C website and analytics dashboard to enhance aesthetics, ensure WCAG compliance, improve mobile responsiveness, and boost user engagement
- Conduct preliminary research, including user journey mapping and competitive analysis, and explore current trends in order to implement data driven design changes

CONTACT

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SKILLS

Material Design, Agile/Scrum, WCAG, Data Visualization, Interaction Design, Interface Design, HTML/CSS, Wireframing, Prototyping, UX Discovery, UX Research, User Testing

TOOLS

Design: Figma, Adobe Creative Cloud, Webflow, Miro, Maze
Other: Jira, Asana, Netsuite, Salesforce, Oracle Fusion

EDUCATION & CERTIFICATIONS

DesignLab
Usability & Accessibility Certification

DesignLab
UX Design Certification

Triton College
A.A.S. Business Management