Xochitl Marquez | UX Designer

UX Designer with an anthropology degree, 2 years of enterprise-level experience, plus 4 years of total experience spanning B2C and B2B products. Looking to join companies that prioritize user research and data-driven design decisions.

in **xochitlmarquez**

🌐 **xochitlmarquez.com**

✉ xmarq89@gmail.com

📍 Los Angeles, CA

EXPERIENCE

UX Designer
Various Contracts | Los Angeles, CA

Jan 2024 – Present

Provide strategic design solutions for B2C and B2B companies to address user experience challenges in desktop, tablet, and mobile interfaces, driving product innovation and business growth.

- Led UX research for Sequoyah School using stakeholder interviews and behavioral analytics (10,740+ monthly page views) to identify navigation pain points—synthesized findings into strategic recommendations in 2 weeks.
- Redesigned Kingsmen Golf's e-commerce homepage using site analysis and information architecture restructuring in a 1-week sprint, increasing product discoverability and improving brand storytelling.
- Delivered B2B homepage redesign for Light & Green using content analysis and information architecture restructuring in 2 weeks, supporting trade show goals with lead-generation forms.

UX Designer
T-Mobile | Los Angeles, CA

Mar 2023 – Dec 2023

T-Mobile is a telecommunications company expanding into fiber broadband services. Designed experiences across mobile, desktop, and tablet platforms.

- Designed and validated mobile router management interface through unmoderated usability testing with 5 participants, achieving 100% task completion rates.
- Increased team research efficiency by 50% by establishing comprehensive research processes for a 3-person UX team through template libraries and workflow documentation where none existed before.
- Conducted 6 moderated user interviews with screener surveys to investigate customer purchasing behaviors, synthesizing insights on pain points to present recommendations to executive stakeholders.
- Eliminated customer payment issues by designing an integrated payment management solution that addressed expired credit card problems, causing

SKILLS

Design Skills
- Accessibility Standards
- Agile Design
- Conversational Design
- Design Sprints
- Design Systems
- Design Thinking
- Human-Robot Interaction
- Information Architecture
- Interaction Design
- Product Design
- Product Strategy

Research Skills
- Audits
- A/B Testing
- Customer Journey
- Ethnographic Studies
- Heuristic Analysis
- Qualitative & Quantitative Analysis
- Storyboarding
- Usability Testing
- User Interviews
- User Personas

Soft Skills
- Collaboration

service delays.

UX Designer II
Amazon | Los Angeles, CA

May 2022 – Dec 2022

Amazon is a global leader in e-commerce and cloud computing, with emerging technology divisions that include robotics and smart home products. Provided native iOS mobile and hardware experiences.

- Improved team efficiency and design consistency by building a reusable template library for Astro's home and security features across mobile and device interfaces. Applied the latest design system standards to document patterns where none previously existed, enabling faster adoption and execution by the broader design team.
- Enhanced workflow efficiency for an 8-person engineering team by conducting user interviews and usability testing to identify pain points in the editor tool, then redesigned the interface to eliminate confusion.
- Designed conversational interfaces and behaviors for Amazon Astro's human-robot interactions, including social activities, games, notifications, and status communication features that defined the product's personality.

UX Designer I
Amazon | Los Angeles, CA

Jun 2021 – May 2022

This role focused on e-commerce experiences for smart home products, representing a career transition into UX Design.

- Earned promotion to UX Designer II in under one year through exceptional performance in Amazon's apprenticeship program, ranking among top performers in a cohort of 20 candidates.
- Designed e-commerce prototype for smart home products during Amazon's apprenticeship program across the full customer journey from discovery to purchase, using user interviews, competitive analysis, card sorting, and usability testing to inform homepage layouts, product navigation systems, and checkout workflows.

- Communication
- Critical Thinking
- Problem Solving
- Stakeholder Presentation
- Strategic Thinking
- Systems Thinking
- Time Management

Tools & Software
- Adobe XD
- AI Tools
- Asana
- Balsamiq
- FigJam
- Figma
- Jira
- Miro
- Sketch

EDUCATION

University of California, Santa Cruz
Bachelor of Arts in Anthropology
2008 - 2011

Springboard
UX Design Certificate
2019 - 2020

School of Visual Concepts at Amazon
UX Design Certificate
2021 - 2022