



# Xochitl Marquez | UX/Product Designer

UX/Product Designer with 4+ years of experience, including roles at Amazon and T-Mobile, where I designed across robotics, telecom, and e-commerce. Rooted in anthropology, I bring a research-first approach that connects user behavior to business outcomes.

 [xochitlmarquez](#)

 [xochitlmarquez.com](#)

 xmarq89@gmail.com

 Los Angeles, CA

## EXPERIENCE

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### UX/Product Designer

Naked Development (Contract) | Los Angeles, CA

Nov 2025 – May 2026

*Designed responsive mobile and web applications for startup clients at a mobile app and software development agency — taking products from 0 to launch-ready using AI tools across discovery, wireframing, and interactive prototyping.*

- Led UX strategy and execution across AI tools (UX Pilot, Figma Make, Replit) — writing prompts, applying UX best practices, and refining designs until each app is ready for handoff in 1–2 weeks, giving startup clients a testable product in days instead of months.
- Designed 4 distinct B2C apps from 0 to 1 for early-stage startup clients within 30 days — translating founder concepts into validated designs across Web3 education, art collectibles, live events, and a hyperlocal produce marketplace.
- Led complete UX/UI redesign for a homeschool edtech app — rebuilding information architecture, navigation, and screen layouts for a platform connecting parents and students through courses, class time, and shared experiences.
- Created landing pages and promotional App Store visuals for each product — giving clients a market-ready presence before launch.

### UX/Product Designer

Freelance | Los Angeles, CA

Jan 2024 – Present

*Designing B2C and B2B digital products — from discovery through design — across desktop, tablet, and mobile interfaces.*

- Conducted a mixed-methods UX and IA audit for Sequoyah School — combining Google Analytics data (10,740+ monthly page views) with stakeholder interviews to uncover navigation pain points, decision fatigue, and scattered information architecture, delivering a prioritized set of actionable design recommendations in 2 weeks.
- Redesigned Kingsmen Golf's Shopify homepage in a 1-week sprint — auditing navigation, restructuring IA, and introducing a loyalty rewards program to address drop-off rates and unclear product presentation, resulting in positive

## SKILLS

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### Design

- Accessibility Standards (WCAG)
- Agile Design
- Conversational Design
- Design Sprints
- Design Systems
- End-to-End Design Process
- Human-Robot Interaction
- Information Architecture
- Interaction Design
- Lean UX
- Product Design
- Product Strategy
- UI Design
- UX Design
- Visual Design

### Research

- A/B Testing
- Behavioral Analytics
- Card Sorting
- Contextual Inquiry
- Customer Journey Mapping
- Ethnographic Studies
- Focus Groups
- Heuristic Analysis

stakeholder feedback ahead of launch.

- Led UX redesign for Light & Green's product launch of SWAP — a CEDIA EXPO 2024 "Best New Product" finalist — restructuring information architecture, integrating promotional video content, and designing clear CTAs across homepage and product page to drive trade show engagement, delivered in a 2-week sprint.

## UX/UI Designer

T-Mobile | Los Angeles, CA

Mar 2023 – Dec 2023

*Designed and shipped B2C fiber broadband experiences across mobile, desktop, and tablet platforms, collaborating with product managers, engineers, and UX teams to deliver cohesive end-to-end solutions.*

- Designed and validated a mobile router management interface through unmoderated usability testing with 5 participants, achieving 100% task completion rates and shipping to production.
- Established research processes for a 3-person UX team where none existed before — building template libraries and workflow documentation that gave the team a consistent, repeatable foundation for conducting and reporting research.
- Conducted 6 moderated user interviews with screener surveys to investigate B2C customer purchasing behaviors — synthesizing findings into actionable design recommendations and presenting directly to executive stakeholders.
- Reduced payment disruptions for pre-order customers by designing a proactive communication system with email alerts, in-product notifications, and color-coded banners — decreasing appointment delays and cancellations within a 3-week sprint.

## UX/UI Designer II

Amazon | Los Angeles, CA

May 2022 – Dec 2022

*Designed native iOS mobile and hardware experiences for Amazon Astro (a companion robot), collaborating with PMs, engineers, and UX designers on features spanning home security, internal tooling, and conversational human-robot interactions.*

- Identified a critical gap in design system documentation for Astro's home security features and built a reusable template library of 100+ screens from scratch — standardizing patterns across mobile and device interfaces and improving handoff consistency for a cross-functional team of 8 engineers, 2 PMs, and 7 UX designers.
- Led research and a redesign of an internal editor tool for an 8-person engineering team — conducting user interviews and usability testing to identify pain points and delivering a cleaner, more intuitive interface that received positive feedback from the full team.
- Contributed to conversational interface design for Amazon Astro — helping define social behaviors, games, and notifications that brought the robot's

- Mixed-Method Research
- Online Surveys
- Qualitative & Quantitative Analysis
- Storyboarding
- UX Audits
- User Interviews
- User Personas
- User Research
- Usability Testing

## Collaboration & Strategy

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

## AI Tools

- AI Prompting
- Chat GPT
- Claude
- Perplexity
- Figma Make
- Replit
- UX Pilot

## Tools & Software

- Adobe XD
- Airtable
- Asana
- Balsamiq
- Excel/Google Sheets
- FigJam
- Figma

personality to life and created a more intuitive user experience.

## UX/UI Designer I

Amazon | Los Angeles, CA

Jun 2021 – May 2022

*Designed e-commerce experiences for smart home products through Amazon's apprenticeship program, executing the full design process from research through prototyping.*

- Earned promotion to UX/UI 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 a 0-to-1 end-to-end e-commerce prototype in Figma for smart home products — conducting user interviews, competitive analysis, card sorting, and usability testing to deliver a seamless customer journey from discovery to purchase.

- Google Analytics
- Google Forms
- Jira
- Loom
- Miro
- Notion
- Optimal Workshop
- Sketch
- Survey Monkey
- Typeform
- User Testing.com
- Zoom

## EDUCATION

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### University of California, Santa Cruz

Bachelor of Arts in  
Anthropology  
2008 - 2011

### Springboard

UX Design Certificate  
2019 - 2020

### Amazon | School of Visual Concepts

UX Design Certificate  
2021 - 2022