

Xochitl Marquez

Product Designer

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Product Designer with 4+ years of experience designing products across robotics, telecom, and ecommerce, including Fortune 100 experience at Amazon and T-Mobile. Grounded in anthropology and user research, I translate how people think, make decisions, and navigate complexity into products that balance user needs with business goals.

EXPERIENCE

Product Designer | Consultant

Jan 2024 – Present

Leading end-to-end product design for B2C and B2B clients, from research and strategy through interaction design and launch.

- Delivered a prioritized roadmap to fix scattered content and navigation dead-ends for Sequoyah School, grounded in Google Analytics (10,740 site views, 3,326 active users) and stakeholder interviews.
- Redesigned Kingsmen Golf's Shopify homepage in a 1-week sprint, replacing unclear product categories that made inventory hard to find with navigation built around how customers actually shop, and added a Royal Circle Rewards program to support retention.
- Led the redesign behind Light & Green's SWAP launch, a CEDIA Expo 2024 Best New Product finalist, restructuring information architecture and integrating promotional video to better communicate product capabilities ahead of the expo.

Product Designer | Naked Development

Nov 2025 – May 2026

Mobile app and software development agency building products for startup clients from concept to launch-ready using AI-assisted design workflows.

- Redesigned the UX/UI of a homeschool edtech platform, designing a guardian and host permission system with Public, Private, and Friends-only privacy filters so parents and students could safely manage courses, schedules, and shared activities.
- Designed a crypto education platform across 100+ screens, bringing token rewards, peer verification, marketplace, and messaging into one connected system for students and administrators.
- Led UX strategy and execution across 5 startup products spanning crypto education, collectibles, live events, homeschooling, and a produce marketplace, using AI-assisted workflows (UX Pilot, Figma Make, Replit) to turn concepts into launch-ready designs within 2-week sprints.
- Created the landing pages, App Store assets, and email templates behind each product launch, keeping product messaging consistent across launch channels.

Product Designer | T-Mobile

Mar 2023 – Dec 2023

Designed B2C fiber broadband experiences across mobile, desktop, and tablet, partnering with PMs, engineers, and UX teams.

- Built the team's first formal research process where none existed before, creating templates and documentation that cut research prep time roughly in half and gave a 3-person UX team a consistent framework for conducting and reporting research.
- Led research into B2C purchasing behavior, running 6 moderated interviews and screener surveys, then synthesizing findings into recommendations that helped guide marketing strategy, presented to executive stakeholders.
- Closed a critical gap in T-Mobile Fiber's pre-order flow without a full redesign, introducing a targeted system of proactive emails, a payment gate, and account status banners that caught payment issues before installation day.
- Designed T-Mobile Fiber's router-management experience, simplifying routine account-management tasks and validating the design through usability testing where every participant completed key actions in under 30 seconds.
- Designed brand and marketing assets for T-Mobile Fiber, featured in retail stores, transit stops, and stadiums, in collaboration with a UX writer and the marketing team.

Product Designer I to II | Amazon

Jun 2021 – Dec 2022

Designed native iOS and hardware experiences for Amazon Astro across home security, internal tooling, and conversational human-robot interaction.

- Led the research and redesign of an internal editor tool used daily by an 8-person engineering team, resolving the confusion between two near-identical interfaces and delivering a single clearer workflow.
- Designed a 0-to-1 smart-home shopping experience, running research and usability testing that surfaced friction in a 5-step checkout, then redesigning it into a streamlined 4-step flow.

- Built a reusable library of 100+ screens from scratch for Astro's home-security features, closing a critical design-system gap by standardizing patterns across mobile and device interfaces and improving handoff consistency for a team of 8 engineers, 2 PMs, and 7 designers.
- Designed 20+ hardware screens for Amazon Astro's personality system, defining gestures, light states, notifications, and social behaviors that gave the robot a more expressive personality.
- Earned a promotion to UX Designer II within a year of joining Amazon's apprenticeship program, the only promotion awarded in a cohort of 20.

EDUCATION

B.A. in Anthropology	University of California, Santa Cruz	2008 – 2011
UX Design Certificate	Springboard	2019 – 2020
UX Design Certificate	Amazon / School of Visual Concepts	2021 – 2022

SKILLS

Research: User Research, Usability Testing, Card Sorting, Contextual Inquiry, Journey Mapping, Ethnographic Studies, Heuristic Evaluation, Behavioral Analytics, Stakeholder Interviews, Research Synthesis

Design: Product Design, UX Design, UI Design, Interaction Design, Information Architecture, Design Systems, Conversational Design, Human-Robot Interaction, Wireframing, Prototyping, Accessibility (WCAG), Product Strategy

Tools: Figma, FigJam, Miro, Sketch, Adobe Creative Suite, Google Analytics, Optimal Workshop, Jira, Notion

AI-Assisted Product Development: UX Pilot, Figma Make, Claude Design, Replit, ChatGPT, Claude, Perplexity, AI Prompting