



MARCELA MARROQUÍN

Senior Product Designer | UI/UX Developer

Highly skilled Senior Product Designer and UI/UX Developer with a strong foundation in designing intuitive, user-centered digital products. Demonstrated ability to quickly learn new tools and technologies, including no-code platforms like Webflow, while expanding technical skills in HTML, CSS, and JavaScript.

Adept at working independently in remote environments and collaborating with cross-functional teams to create impactful user experiences. Proven track record of increasing user engagement and newsletter subscriptions through creative, data-driven design solutions.

CONTACT



marcelamarroquin.com



hello@marcelamarroquin.com



+52 1 81 1880 9421



México, Monterrey N.L.

WORK EXPERIENCE

SENIOR UX/UI DESIGNER

Gusto Group USA / Oct 2022 - present

- Led the design and implementation of multiple brand websites using Figma and Webflow, optimizing UX processes and enhancing user experiences.
- Developed UI prototypes, flow diagrams, and wireframes to produce high-quality solutions.
 - Increased newsletter subscriptions and user engagement through continuous UX optimization and design improvements.
- Collaborated with marketing teams to integrate third-party tools like MailerLite for newsletters and Memberstack for subscription-based services.
- Gained hands-on experience in HTML, CSS, and JavaScript to implement custom functionality across various websites.

LEAD UX/UI DESIGNER

Innomobs / 2018 - 2020

- Designed and developed graphics, user interfaces, and wireframes for mobile and web applications, improving product aesthetics and usability.
- Collaborated closely with clients to conceptualize designs and create user-friendly interfaces.
- Conducted user testing to analyze customer feedback and improve product features and layouts.

HEAD OF UX/UI DESIGN

Numerología Cotidiana / 2017 - 2022

- Created original graphic designs and developed websites that enhanced user experience and brand identity for diverse clients.
- Managed multiple projects while ensuring high standards in design quality and user interaction.

CHECK OUT MY LATEST PROJECTS

torokitchenandbar.com

thebunkermixology.com

gustogroupusa.com

stylusmixology.com

EDUCATION

Bachelor's Degree in Industrial Design –
Universidad Autónoma de
Nuevo León - Graduated top
1% of class.

**Scholarship for Semester
Abroad** – Universidad de
Zaragoza, Spain

Languages

- Spanish (*Native*)
- English (*Advanced*)
- French (*Beginner*)

SKILLS

Design Tools: Figma, Adobe Creative Suite, Webflow

Languages: HTML, CSS, JavaScript (*Basic Knowledge*)

Third-party Integrations: MailerLite, Memberstack, Zapier

UX/UI Expertise: Storyboarding, Wireframes, Prototyping, User Testing, SEO & SEM, Copywriting.

Soft Skills:

- Communication – Present design ideas clearly to stakeholders and cross-functional teams.
- Problem-solving – Skilled at finding creative and effective solutions to design challenges.
- Leadership – Experience in leading design projects and mentoring junior designers.
- Collaboration – Ability to work closely with developers, product managers, and marketers to align on design goals.
- Time Management – Proven ability to manage multiple projects simultaneously, meeting deadlines without compromising quality.

COURSES

Specialization Certificate - Google Project Management
Google Credential ID: 24X2DFNV9K9B

Foundations of User Experience (UX) Design
Google

Start the UX Design Process: Empathize, Define, and Ideate
Google

Build Wireframes and Low-Fidelity Prototypes
Google

Introduction to User Experience Principles and Processes
University of Michigan

Optimizing Your Website's Keywords & Pages using Ubersuggest
Coursera Project Network

Brand and Product Management
IE Business School

Introducción a las redes sociales. Sus objetivos y métricas.
Tecnológico de Monterrey