

Marcela Marroquin

Senior UX/UI Designer | Strategy, Research & AI-Driven Design

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SUMMARY

Senior UX/UI Designer with 6+ years leading end-to-end design strategy across B2B platforms and brand-driven digital experiences. Expert in translating business goals into intuitive user experiences through research, wireframing, and prototyping. Currently pioneering AI-driven automation workflows to streamline UX processes and enhance product functionality. Proven track record in stakeholder management with executive leadership and cross-functional international teams.

EXPERIENCE

Senior UX/UI Designer

Gusto Group USA | October 2022 – Present

- Lead end-to-end design strategy for 9+ hospitality brands, owning the full UX/UI process from research and wireframing through development and launch.
- Trusted with autonomous design direction by executive leadership in San Antonio; present strategic decisions and tool recommendations in person and remotely with full executive confidence.
- Pioneering AI-driven automation workflows using Claude, ChatGPT, Figma AI, Midjourney, and Canva AI — applied to research synthesis, prototyping, and custom code development.
- Designed and implemented a dynamic event system with smart layouts that adapt to visible content count, automated CMS integrations, and form-to-Google Sheets data capture flows — reducing manual effort and minimizing errors across 9+ brand sites.
- Built a custom attribute naming system integrated with Google Analytics for unified cross-brand tracking and performance measurement.
- Launched and optimized the first newsletter program via MailerLite, improving user onboarding and retention; built membership portals using Memberstack that opened new revenue streams.
- Collaborate with international marketing and design teams, managing 9+ brands with high daily demand from Mexico.

UX Strategy & Research Projects (Freelance)

Independent Consulting | 2026

- **Inovatech — B2B Technology Services Platform:** Led full UX process for B2B platform design over a 2-week engagement: business goal definition, 3 user personas, journey mapping, competitive analysis, and information architecture. Delivered low-fidelity wireframes and desktop prototype in Figma covering Home, Services, Case Studies, Blog, Contact, and Portal Dashboard. Defined design philosophy balancing consultative warmth with technical authority for B2B audience.
- **Universe — Creative Agency:** Conducted 2-week UX research engagement including business goals analysis, market research, and user research. Delivered low-fidelity wireframe proposal with strategic recommendations for digital experience design.

Head of UX/UI & Brand Design

Numerología Cotidiana | 2017 – 2022

- Translated the founder's vision into a cohesive brand identity, designing all visual assets including the flagship physical agenda — the best-selling edition in the product's 10-year history, praised by customers for its aesthetic and usability.
- Led the digital product design process: website proposals, wireframes, and prototypes, collaborating with development teams to bring concepts to life.
- Strengthened brand loyalty and client retention through 4 annual redesigns of the core product, directly contributing to customer satisfaction and repeat engagement.

Junior UX/UI Designer

Innombos | 2018 – 2020

- Supported senior designers in creating wireframes, prototypes, and UI assets for mobile and web applications.
- Assisted in user testing sessions and synthesized feedback to iterate on product features and layouts.
- Gained foundational expertise in design systems, client communication, and the product development lifecycle.

SKILLS

- **Design Leadership:** Stakeholder Management, Mentoring, Cross-functional Collaboration, Executive Presentation, Strategic Decision-Making, Client Communication
- **UX Methodology:** User Research, Journey Mapping, Information Architecture, Wireframing, Prototyping, Design Systems, Usability Testing, Responsive & Mobile-First Design, UX Writing, Accessibility
- **AI & Automation:** Claude, ChatGPT, Midjourney, Figma AI, Canva AI — applied to research synthesis, prototyping, custom code, and workflow automation
- **Tools:** Figma, Adobe Creative Suite, Webflow, HTML, CSS, JavaScript, Zapier, MailerLite, Memberstack, Google Analytics
- **Languages:** Spanish (Native), English (Advanced)

CERTIFICATIONS

- Digital Marketing & E-commerce — Google (2026)
- UX Design — Google (2025)
- Project Management — Google (2024)

EDUCATION

Bachelor of Industrial Design

Universidad Autónoma de Nuevo León

Graduated in top 1% of class | Scholarship for Semester Abroad at Universidad de Zaragoza, Spain

ADDITIONAL TRAINING

- [Brand and Product Management](#) — IE Business School
- [Introduction to User Experience Principles and Processes](#) — University of Michigan
- [Introducción a las redes sociales: Sus objetivos y métricas](#) — Tecnológico de Monterrey
- [Optimizing Your Website's Keywords & Pages using Ubersuggest](#) — Coursera