

MARC PEREZ

UX + UI + IxD

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EXPERIENCE

Revel Consulting

Senior UX Designer (Freelancer)

06/17 - 06/21

Led over 20 research & design projects using various approaches including design thinking to help identify friction points in any experience, while supported new business opportunities.

SMITH.co

User Experience Architect

11/13 - 06/17

Worked on 30+ UX projects to ensure stakeholder goals and needs were met by designing clean, modern and simple experiences across devices using the user-centered approach.

Warner Brother Games

Playtest Moderator

01/13 - 05/13

Scheduled, prepared and observed participant behavior during usability studies to collect any qualitative data that would help our researchers in creating a better gaming experience.

Rainier Software, Inc.

Experience Designer / FED / Software Support

05/06 - 12/13

Worked with over 100 different stakeholders to gather project requirements, identify software pain-points (enhancements), software support, front-end testing, validating, and reporting software bugs.

RECENT PROJECTS

FedEx

eCommerce\Marketing tool Design

UX research & design project to help identify opportunities on how to best improve an end-to-end experience (internal-to-consumer).

Xbox/Microsoft Studios

eCommerce Designs

B2B eCommerce design project to automate & streamline the game publishing submission experience, plus other design engagements.

Infogain/Revel

Website Redesigns

Corporate website redesigns by creating a modern, clean and simplified experiences by re-architecting the design, taxonomy and copy.

HP

Portal Discovery/Redesign

Research project to identify friction points in the employee Portal experience, which lead to a re-design and change in taxonomy.

EDUCATION

2014

University of Washington

Seattle, WA

MS: Human Centered Design & Engineering

2004

Luleå University of Technology

Sweden

MS: eCommerce

1999

California State University Long Beach

Long Beach, CA

BS: Management Information Systems

SKILLS/TOOLS

Design Thinking

Wireframes

Card Sorting

Mural/Miro

Prototyping

User-Flows

Ideation

User Research

Surveys

Personas

Heuristic Evaluations

Sketch

Interviews

Axure

Sitemaps

Agile

Responsive Design

Information Architecture

Competitive Audit

InVision

User Stories

Empathy maps

Service Blueprints

Concepting

Customer Journeys

Stakeholder interviews

Requirements gathering

Participant recruiting

T-Mobile

eCommerce Concept Solution

The research & design project to explore the online customer journey for in-store scheduling to increasing customer engagement.

Microsoft

Many Design Engagements

Research & design projects across various Microsoft product lines to identify opportunities for improvement on designated experiences.

Funko

eCommerce Concept Solution

Conceptual eCommerce redesign that offered a more cohesive, modern and user-friendly streamlined experience.

AT&T

eCommerce Mobile Sales Tool

Research & redesign project to identify gaps, opportunities and pain points in the customer facing sales tool experience.