Marcelo Cazon 

UX UI DESIGNER
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Dependable and Self-Stater User Experience Designer with multiple experiences in the field.
I excel at delivering, meaningful, and emotional experiences to clients through the use of technology and collaboration. Experienced with design and prototyping tools such as Adobe Creative Suite, Figma, Sketch, XD, and more.

**EXPERIENCE**

**The Savings Group -** **UX UI Designer**

Aug 2021 - Jan 2023 | Denver, CO

* Created digital libraries, and brand identity assets, as well as spearheaded the company's website user experience improvements.
* Created 40+ digital and print materials for a variety of convention and social media ads for multiple brands.
* Designed, developed, produced, and maintained various landing pages, via Unbounce and WordPress.

**AUTOPAY Direct Inc. - UX UI Designer**

Jun 2021 - Jan 2023 | Denver, CO

* Created wireframes, mockups, and prototypes of a consumer-facing application using Figma, while collaborating with the Product Owner.
* Conducted interviews with multiple company branches to improve the efficiency and usability of their Loan Originating Software (LOS).
* Collaborated with the Marketing and Developer teams redesigning the company's website through wireframes and mockup iterations, which improved user engagement from 30% to 110%.

**KARSH HAGAN** - **UX Designer - Research Consultant**

Feb 2021 - Apr 2021 | Denver, CO

* Conducted usability testing for six separate projects across multiple businesses and presented fact-finding data based on research to the Creative team to identify user journeys, decision-making, and product interaction.

**BRECK FILM ORGANIZATION (NPO)** - **Web Designer - Consultant**

Aug 2020 - Apr 2021 | Breckenridge, CO

* Improved their website based on their target audience and through multiple iterations of wireframes to enhance user engagement and conversion for their annual Film Festival, which generated awareness in 41 states and 6 countries.

**KARSH HAGAN -** **UX Designer - Research Consultant**

Sep 2019 - Mar 2020 | Denver, CO

* Conducted, designed, and implemented user surveys; investigated user behavior in market demographics through Google Analytics, and used Adobe InDesign and PowerPoint/Keynote to produce visually dynamic reports for each phase in the research, analysis, and design process.

SKILLS

DESIGN

Visual Design | Branding | Design Systems
Sketching + Wireframing | Rapid Prototyping
User Testing + Research | Responsive Design

**SOFTWARE**

Figma | Sketch App | Adobe XD | Jira
Illustrator | Photoshop | InDesign | Hotjar
TryMyUI | Trello | Unbounce | Wordpress
Slack | Jira | Lucidchart | Invision | UserLytics

**PROGRAMMING**

HTML | CSS

PORTFOLIO

www.uxcazon.com

EDUCATION

**UNIVERSITY OF COLORADO DENVER**

Bachelor of Fine Arts (BFA)
Emphasis on Digital and Interactive Design
2017 - 2020

**ARAPAHOE COMMUNITY COLLEGE**

Associate of Applied Science (AAS)
Graphic Design - Illustrationand Multimedia2014 - 2017

LANGUAGE

**SPANISH**

Reading and Writing Proficient

**ASK ME ABOUT**

How and Why I love to play Chess
Why we all were pirates before 2005
Star Wars or Star Trek

REFERENCES UPON REQUEST