

Marcelo Cazon



UX UI DIGITAL DESIGNER

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Dependable and Self-Starter 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 in 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 various businesses and presented fact-finding data 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 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 - Illustration and Multimedia
2014 - 2017

LANGUAGE

SPANISH

Reading and Writing Proficient

ASK ME ABOUT

How I learned to play Chess and why I love it
Why we were all pirates before the year 2005
Star Wars or Star Trek

REFERENCES UPON REQUEST