Marie Azcueta

IX/VX/Product designer/Illustrator/Developer

**Senior Visual/
Interaction Designer**
Bloomberg, LP
Aug 2015 – Present

- Designed complex workflows for communication and collaboration tools, research publishing, analysis applications, report generation tools, as well as app marketplace experiences for in-Terminal apps for Bloomberg LP's Financial and Enterprise Products
- Established design systems that empower designers, engineers and product to work collaboratively, which significantly decreased a product's time to market
- Pitched high visibility projects to key stakeholders to promote new interfaces and gain buy-in to execute projects that were then designed, user tested and built
- Led user testing efforts for analyst research tools to inform design decisions
- Participated in developing career ladders for designer growth that draws out paths for individual contributors and aspiring managers within the UX organization
- Managed and mentored interns and designers to successful careers in the team
- Introduced and advocated for new technology (apps, web trends and standards) and capabilities for consideration into designer workflows and toolkits
- Incorporated accessibility principles into design systems for color vision deficient users

Senior UX Designer
Nomi/Axper
Sep 2013 – Aug 2015

- Designed interfaces and dashboards for optimizing in-store experiences by analyzing foot traffic and behavior in brick and mortars through sensor data and camera feeds
- Worked closely with the company's executive team and head of product to define vision and strategy for the platform as a retail SaaS product
- Designed visualizations and layouts for experiences displaying Nomi sensor-ingested data, KPIs, as well as the interfaces for the devices that collected them. I also worked with engineers to implement the UI and style guides I developed
- Created interactive prototypes with design tools and markup for research, client presentations, road shows and booth demos for NRF 2014 and 2015 of dashboards for COOs to manage sales, labor and traffic operations of brick and mortar stores

Senior Visual Designer
Patch/AOL
Mar 2011 – Sep 2015

- Led design focused feature teams such as mobile app user registration, community boards and post creation tools to engage and retain web users and have them support their local businesses
- Spearheaded building GUI kits and pattern libraries for the redesigns of the site
- Responsible for a very successful redesign of daily newsletters for both desktop and mobile layouts that resulted in significant engagement and traffic to the sites
- Led the design of a self-service, revenue-generating ad sales product
- Responsible for the design and front-end development of an aggregation tool for Patch editors to incorporate Outside.in data into their sites

Designer/Developer
Outside.in
Nov 2010 – Feb 2011

- Worked closely with product and engineering on the redesign of the product that led to the company's acquisition into AOL
- Designed white label sites to serve local editions of larger news entities (CNN, CBS Local, NBC)

Designer/Developer
Self-employed
Jul 2008 – Sep 2011

- Collaborated with teams of industrial and UX designers to build games targeted toward middle school children for environmental awareness
- Designed and built gallery and artist's sites, and integrated Shopify into online stores
- Collaborated with in-house designers and copywriters to design and build web sites for commercial and non-profit clients

EDUCATION

BFA Graphic Design, University of the Arts, 2009

SKILLS & INTERESTS

VX, IX, information, graphic design, illustration, design systems, HTML, CSS, SASS, JS, front-end frameworks, Rails, React, Wordpress, cooking and eating, knitting, quilting, plants and gardening