Maryin Ortiz

Senior UI/UX Designer | Product Designer

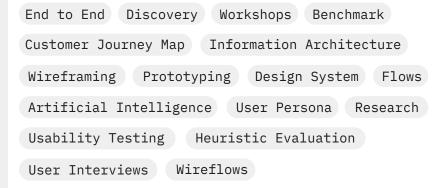**Portfolio:** www.itsmarortiz.com | **Email:** maryinortiz@gmail.com

> *I am dedicated to shaping interfaces that not only captivate but also inspire , leaving an indelible mark on the user journey and setting new standards for the industry.*

1 Pofile

6+ years of experience, including collaborations with prestigious companies such as **Madison Square Garden** and **Kaplan**. I create user-friendly designs across platforms like **mobile native, web responsive , tablet , and TV** . I have worked in diverse industries like **SaaS, SaaP and E-commerce**. I´ll craft user experiences that transcend the conventional.

2 Experience With

End to End · Discovery · Workshops · Benchmark · Customer Journey Map · Information Architecture · Wireframing · Prototyping · Design System · Flows · Artificial Intelligence · User Persona · Research · Usability Testing · Heuristic Evaluation · User Interviews · Wireflows

3 Tools

Figma · Figjam · Jira · Sketch · Adobe XD · Miro · Photoshop · Illustrator · After Effects · Trello · Invision · Premiere · Notion

4 Professional Background

Cherry On Tech

UI/UX Mentor | 03/2024 - 06/2024

Lead the mentee through a collaborative UI/UX design project. Guide them in making strategic decisions, managing the project timeline, coordinating team members, and ensuring the project's success.

Introduce the mentee to industry best practices and emerging trends in UI/UX design, such as **responsive design, accessibility, and Artificial Intelligence**.

Challenge the mentee to conduct **user research or usability testing** for a specific project, guiding them through the process of gathering feedback and iterating on their designs based on user insights.

Intive | Projects: MSG+ - Kaplan

Senior UI/UX Designer | 06/2022 - 10/2023

I provided a range of design **artifacts, including journey maps, wireframes, and prototypes,** to equip the team with essential tools for effective communication and implementation. This facilitated smoother workflows, improved decision-making, and resulted in higher-quality design outcomes.

I collaborated with **designers and Product Managers to identify problems, propose solutions, and work across teams to design large-scale products,** leading to efficient problem-solving and cohesive, user-centric product results.

As the **team lead, I conducted performance evaluations and provided constructive feedback** to team members, ensuring continuous improvement and alignment with project goals.

The Possibility Company| Projects: Zaahah - aHa

Senior UI/UX Designer | 10/2021 - 03/2022

I led two pivotal projects, managing **user research, persona creation, and design system** implementation for both. This resulted in the application's expansion into schools across the United States, achieving over 100,000 downloads.

I produced **visual designs from concept to delivery**, including interaction flows and storyboards.

I collaborated with developers to iterate on designs during implementation for optimal outcomes across **native mobile, web responsive, and tablet platforms.** This ensured seamless design implementation and optimal user experiences across various platforms.

Seguros Bolívar| Projects: Bolívar Conmigo - Salud Bolívar

Senior UI/UX Designer | 06/2020 - 10/2021

I significantly **improved user experiences by conducting user interviews, researching, creating personas, and designing wireframes and prototypes**. My efforts led to enhanced customer satisfaction and retention.

Grupo Alianza| Projects: Multiple Projects

UI/UX Designer | 04/2018 - 04/2020

I developed **rapid prototypes** for swift validation and refinement, improving project efficiency. I conducted **user testing and user interviews** to gather valuable insights, and created wireframes and wireflows to map out user interactions.

Cepheus Games| Projects: Multiple Projects

Co-Founder | 04/2014 - Present

I used design **research and usability testing**, along with **artificial intelligence**, to understand what customers need and want. This helped me advocate for improvements in how customers interact with and experience the product, focusing on making things more accessible and user-friendly. **I lead a small team of User Experience Designers**, guiding the product vision and ensuring smooth **end-to-end delivery.**

⑤ Education

UI/UX Specialist
2023 - 2024
Cornerstone International Community College
In-Person Certification - Vancouver, Canada

UX For VR
2024 - Ongoing
Interaction Design Foundations

UX For AR
2024 - Ongoing
Interaction Design Foundations

UI/UX Design Advance | Project Manager
2022
Coderhouse

Foundations of User Experience
2021
Google | Coursera

Creation of Digital Products with a User Centered Design Approach
2019
Universidad Nacional de Colombia
In-Person Certification - Bogotá, Colombia

Graphic Designer
2018
Uniremington

LinkedIn: https://www.linkedin.com/in/maryinortiz/
Youtube: https://www.youtube.com/@itsmarortiz/videos