

Mara Suwannawat MacBain — UX | Product Designer

[Portfolio](#) | [Email](#) | [LinkedIn](#)

PROFESSIONAL SUMMARY

I am a full-stack product designer specializing in human-centered design and digital innovation, with 5 years of experience developing end-to-end digital products in healthcare, insurance, and fintech. My expertise spans front-end development and product design, focusing on transforming complex systems into intuitive user experiences. I thrive in Agile environments and fast-paced startup settings, bringing creativity, analytical skills, and technical proficiency to every project.

Core skills

- Human-Centered Design | Interactive Design | Agile Methodology | Web Development
- Prototyping | Information Architecture | Wireframing | Data Visualization
- Usability Testing | Content Management System (CMS) | Accessibility (WCAG2.0)

Design and development tools

Figma, Sketch, Adobe XD, InVision, HTML5, CSS3, JavaScript, React, SQL, Tableau, Miro, Bootstrap, WebFlow, Jira, Notion, Google Analytics, and Adobe Creative Suite.

WORK EXPERIENCE

Turnberry Solutions — UX Designer Consultant

October 2021 - November 2024

- Delivered UX designs for enterprise-level software application clients, including The Hartford, Optum, and Johnson & Johnson.
- Developed an Agile Accelerator training program for internal teams.
- Guided junior designers to cultivate a culture of collaboration and innovation in design.

Johnson & Johnson Innovative Medicine — Senior UX Designer (Contract)

April 2024 - August 2024

- Led designing an MVP proof-of-concept for a global user-facing web application, securing stakeholder funding for the next phase.
- Conducted user research to inform design decisions, achieving a 95% increase in user engagement.
- Created CMS interface and provided a clear overview of key content metrics and quick access to essential functions of a design solution.
- Partnered closely with the project team in an Agile environment using Figma, collaborating with project managers, engineers, and business leaders to enhance the user experience and build a demo presentation for stakeholders.

Optum — UX Designer

March 2023 - December 2023

- Collaborated with UX, business leaders, researchers, and engineers on a major system design overhaul end-to-end project for liveandworkwell.com, a consumer-facing mobile and web application.

- Acted as a lead designer and successfully launched a new solution for 'Get Care,' a solution that connects users with care options. A/B testing showed over 85% improvement in user experience.
- Participated in all concept-to-launch phases, including ongoing planning and adjustment of the scope of strategic goals. Gathered NPS reports and company design guidelines to form a design experience.
- Articulated and communicated design decisions through a presentation with stakeholders. Executed User Acceptance Testing (UAT) at all stages. The new platform was launched on 01/2024.

The Hartford — Digital UX Designer

October 2021 - February 2023

- Engaged in constructive collaboration with multidisciplinary teams, including product owners, business analysts, and developers, to enhance and revamp several internal and external applications based on valuable customer feedback within an Agile environment.
- Served as the Lead Designer in collaboration with the data science team to build a document search portal for underwriters from discovery to product delivery, resulting in a company-wide application.
- Revamped and launched an internal portal for auditors company-wide, resulting in over 90% improvement in user experience. Launched successfully in December 2022.
- Designed and delivered the original MVP auto claim application to foster an effective and transparent customer experience. The product was approved to obtain estimates.
- Assisted in transitioning the company-wide design system to a new application.

Concord Materials — Lead UX/UI Designer

January 2021 - May 2021

- Led a small UX team and delivered a responsive customer portal design solution for a B2B climate tech, resulting in an 85% increase in user engagement.
- Proceeded with preliminary research and conducted in-depth customer analysis. Created personas, customer journey mapping, and information architecture. Collaborated with the stakeholders on the planning and design decisions.
- Presented a simple and feasible sequential visual interface that met the stakeholder's expectations and satisfaction. Stakeholders approved the project and passed it on to development.

True Focus Design — Web Designer and Developer

June 2021 - March 2022

- Guided clients in building websites, including visual design and development planning.
- Applied user-centered approaches to projects and produced user flows and prototypes.
- Successfully engaged users on the websites to help clients achieve their goals.

Elphi — UX/UI Designer

April 2020 - August 2020

- Distilled business strategies into the design process, including personas, journey maps, user flows, wireframes, and high-fidelity prototypes for a B2B FinTech startup.
- Designed, documented, and delivered an interactive loan management portal solution, resulting in a 90% improvement in user satisfaction.
- Presented to a high-profile client of Elphi, who approved the funding to advance it to the next phase.

Hope Christian Church — Web Developer

June 2018 - July 2019

- Scoped, validated, and submitted database changes to the back-end. Updated content weekly.
- Assisted in formulating an engaging and responsive site.

Rootastes Boston — UX/Web Designer

June 2017 - May 2018

- Recreated design solutions for a responsive web app, providing interactive products and services for ordering corporate lunches.
- Developed high-fidelity, interactive prototypes and conducted usability testing throughout the site.

EDUCATION

Northeastern University - Master's Degree in Informatics

Major in Human-Centered Design and Analytics.

Bunker Hill Community College - Associate of Science Degree (Honor)

Major in Web Development.

Srinakharinwirot University - Bachelor's Degree in Humanities

Major in French.

CERTIFICATIONS

- Google AI Essentials - Coursera (In-progress)
- Google Cloud Analytics - Google Certificates (In-progress)
- Project Management - Turnberry Solutions Academy
- Agile Project Management, Agile Delivery - Udemy
- Front-End Developer - SheCodes
- User Experiences Designer Program - LinkedIn Learning
- Analytics Program - HarvardX

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• User Experiences Designer Program - LinkedIn Learning