MARLYN HOSKING

CREATIVE UX/UI DESIGNER & STRATEGIST

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I am creative problem-solving UX|UI Designer & Strategist with strong working knowledge of User-Centered Design Principles, experience crafting beautiful responsive website and mobile applications for several clients, collaborating with PMs, Product Designers and Engineering in agile and lean delivery methodologies. Delivering design solutions that drive design across large organizations. I love to apply my experience as a UX Designer to help companies build delightful digital products that makes an impact in the world. Leadership, team player, empathetic and detail-oriented.

SKILLS

UX/UI Design
AI Buisness Strategy
Product Design
Research/Persona
Competitive Analysis
Customer Experience
Heuristic Evaluation
Information Architecture
Low/High-fidelity Wireframes
Rapid Prototyping
User Flow
Usability and A/B Testing
Visual Design/Mockups
Brand Identity / Typograpgy
Product Photography
Project Manager
Billingual: Spanish/English

TOOLS

Sketch App
Marvel
Invision
Flinto
Zeplin
Adobe Creative Suite
Affinity Designer
HTML/CSS
Overflow
G Suite
Google Analitycs & SEO
MS Office Suite
MS Azure

CERTIFICATIONS

UX Managment & Strategy
Human Computer Interaction
Product Designer
AI Strategy for Business

EDUCATION

User Experience Design Inmersive
General Assembly
New York, NY

Art Design Certificate
Altos de Chavon of Design
Affiliated with Parsons The New
School for Design NY

MA, In Interior Design
International University UNPHU
Dominican Republic

BA, Architecture
International University UNPHU
Dominican Republic

EXPERIENCES

Creative UX Designer
Photon Infotech

New York
Jan 2018 - Mar 2019 | 1yrs 4mos

• Designed user experience and interfaces for Responsive Web, Android and iOS mobile apps for different clients.

• Led the project as a UX designer collaborating with PMs, Product Designer and Engeniering in agile delivery methodology.

• Responsible to creating wireframes, prototypes, user flows, and all the necessary documentation to accomplish the business and user goals.

Accomplish: Improved working in agile environments and implementing the UX design principle to get a satisfying result for the user and the client.

Brands that I worked: Oakwood, Walmart, Bayer, MetLife and GAF Roofing company.

UX Design Consultant
Rayuela Kids International

New York
Jun 2017 - Oct 2017 | 4 mos

• Designed user experience for new e-commerce to promote the brand through the online marketplace.

• Implemented the UX best practices by Identifying business opportunities.

• Responsible to creating wireframes, information architecture, user flows, visual mockups, brand identity, across collaboration with marketing and CEO.

Accomplish: Improved my Project Manager skills decreasing of 20% of the time to delivered the project before the deadline. Saving 7 days to review the project.

UX Design Consultant
Upicni LLC

New York
May 2017 - Jun 2017 | 2 mos

• Led the project and tracked the design process, conducting stand up meetings with my team, maintaining communication with the stakeholder and delivered documentation.

• Responsible to creating a full user experience to solve navigation issues, defined business goals and users goals to promote B2B and B2C that increased the revenues through the new design.

• Collaborated with the team to conduct in-depth user research, competitive and business analysis, archetypes, user flows, wireframes, mockups, prototype, usability testing and style brand guideline.

Accomplish: Improved UX and UI Design Skills, increased the conversion on the site and decrease the usability issues to 85%, by conducting AB testing.

UX|UI, Branding, SM & Ecommerce
Freelance

New York - Dominican Republic
Jan 2014 - Jul 2017 | 3 yrs 7 mos

• Provided design solution to solve user needs and business challenges.

• Responsible to creating brand identity, style guideline, layout, typography and logo.

• Designed user experience and conducted UX Audit for various client and companies.

Accomplish: Improved user-centered design method, visual design strategies & presentations. SEO and Google analytics.