

Xochitl Marquez

User Experience Designer & Researcher

✉ contact@xochitlmarquez.com

☎ (831) 431-7230

🌐 xochitlmarquez.com

📍 Los Angeles, CA

ABOUT

I create intuitive designs from concept to implementation across multiple platforms. I believe that digital experiences should inspire creativity and consider the “human factor”.

EDUCATION

Springboard | UX Design Career Track
Oct 2019- July 2020
10 months, 350 + hours, mentor-led UX Design Intensive. Includes a Capstone Project and an Industry Design Project.

University of California, Santa Cruz |
Bachelor of Arts in Anthropology Sept
2008-June 2011
Specialized in Ethnographic Research. Produced two thesis in Environmental and Medical Anthropology.

SKILLS

Tools: Sketch, Figma, InVision, Miro, Whimsical, Microsoft Office Suite, Google Suite, Google Analytics

Research: User Research, Competitive Analysis, Card Sorts, Heuristic Analysis, Quantitative and Qualitative Data Analysis, User Surveys, User Interviews (Remote and In-Person), Affinity Maps, Empathy Maps, User Personas, User Story Maps, Written and Verbal Communication

Design: User Experience (UX) Design, Interaction Design, Information Architecture (IA), User Flows, Sketching, Wireframes, Wireflows, Style Guides, User Interface (UI) Design, Prototyping, Usability Testing, Design Sprints, Agile Methodologies, Cross-Functional Teams

EXPERIENCE

Human Exponent | User Experience Consultant
Freelance | July 2020 - Present

Human Exponent is a job matching desktop app that helps people find their ideal culture fit through personality, cognitive and behavioral assessments.

- Worked one on one with start-up co-founder to identify research goals and strategies needed for product development.
- Recruited and screened 47 user participants, scheduled user interviews, and conducted user testing of design concepts and prototypes.
- Provided product design recommendations based on user research feedback.

Human Exponent | User Experience Researcher
Internship | March 2020-April 2020

- Partnered with a California-based start-up client to lead a comprehensive user research study for job matching.
- Collaborated with start-up co-founder to determine research goals, and developed the research strategy needed to deliver desired outcomes.
- Conducted remote/in-person user interviews, ran app demos, and analyzed interview results.

UX PROJECTS

Springboard | UX Designer & Researcher in Training
Travel Paks (Mobile App) | Nov 2019–March 2020

- Researched and designed a mobile app for travel backpackers for my capstone project. Worked with an experienced UX Design Mentor to create a hi-fidelity interactive prototypes.

Springboard | UX Designer & Researcher in Training
Tiny Tales (Tablet App) | April 2020–April 2020

- Researched and designed a tablet app for children stories, using Google Venture’s 5 Day Design Sprint process. Worked with an experienced UX Design Mentor to create a hi-fidelity interactive prototypes.