

# Marc Perez

## UX + UI + UXR

**Digital Thinker, UX Strategist, and Experience Fixer.** Spent the past decade turning clunky interfaces into frictionless journeys across enterprise platforms, digital commerce, and B2B/B2C experiences. Helped 57M+ Xbox gamers, optimizing enterprise eCommerce, and built scalable UX strategies for industry giants. Now focused on shaping the **next wave of AI-driven design** and **intelligent user experiences**.

### CONTACT DETAILS

📞 425-395-4404

📍 Seattle, Washington

✉️ [mkperez@uw.edu](mailto:mkperez@uw.edu)

🌐 [linkedin.com/in/mkperez](https://www.linkedin.com/in/mkperez)

### FEATURED WORK

HAL Check-In (-30% task time) · AT&T (1.6M+ users) · FedEx · Xbox · Ingram Micro

Portfolio: [www.mkperez.com](http://www.mkperez.com)

### UX DESIGN

Wireframing, Prototyping, Journey maps, Information architecture, User research, Responsive design, Design system, Personas

### AI & RESEARCH METHODS

Data synthesis, Enhanced user research, AI-assisted ideation, Accessibility validation, Ethical AI use, Prompt engineering, Discovery, Requirements gathering, Interviews, Surveys, Card sorting, Competitive audits, Concept testing, Heuristic evaluations

### TOOLS & SOFTWARE

Figma, Sketch, Axure, Miro, Jira, FullStory, Optimal Workshop, Qualtrics

### EDUCATION

#### Master of Science

Human-Centered Design & Engineering  
University of Washington - Seattle, WA

#### Master of Science e-Commerce

Luleå University of Technology - Sweden

#### Bachelor of Science

Management Information Systems  
California State University Long Beach - CA

### EXPERIENCE

#### Holland America (Contract via Mixtec Design) - Senior Experience Designer

Seattle, WA (Remote) | Feb 2024 - Oct 2024

- **Revamped online check-in experience**, cutting processing time by 30% and reducing friction — with call centers reporting minimal support issues post-launch.
- **Built a scalable design system** in close collaboration with engineering, delivering 60–100+ responsive components used across HAL and its sister brand.
- Developed inclusive, **WCAG 2.1 AA-compliant** interfaces across the booking flow to improve accessibility and guest usability.

#### Ingram Micro (Contract via Mixtec Design) - Lead Product Designer

Seattle, WA (Remote) | Feb 2022 - Dec 2023

- **Spearheaded UX research for partner onboarding**, interviewing 15+ internal experts and uncovering friction points that shaped a user-centered redesign.
- **Led homepage research** through 6 user interviews, uncovering UX issues that informed a simplified, more intuitive redesign.
- Optimized quote experience, **cutting navigation time by 30%** in usability testing.
- Refined eCommerce search UX to improve product discovery and reduce abandonment, contributing to a **~15-20% improvement in product findability**.
- **Led UX strategy across 9 product areas**, managing **3 external agencies** and directing **40+ team members** to ensure consistent design across platforms.

#### Revel Consulting (Contract via Mixtec Design) - Senior Experience Designer

Seattle, WA | Apr 2017 - Jun 2021

- Revamped FedEx's promo code creation process to identify bottlenecks and streamline SMB account setup, **reducing steps from 40+ to under 10**.
- Replaced Xbox's manual publishing process with a digital portal used by **supporting 24 publishers, 54 retailers, and 57M global subscribers**.
- Improved HP's employee support portal, **boosting navigation efficiency by 50%** through card sorting and tree testing.
- Researched Office 365 trial, identifying **setup complexity (82%), time constraints (76%), and support issues (94%)**, to drive simplified onboarding.
- Unified Funko's fragmented web experience into a single B2C platform, **driving \$30M+ in direct-to-consumer sales** the following year.

#### SMITH.co - User Experience Architect

Seattle, WA | Nov 2013 - Jun 2017

- **Overhauled AT&T's sales tool interface**, expanding adoption to **1.6M+ monthly users**.
- Redesigned Honeywell EMEA navigation to **improve usability** and **reduce search friction**, **decreasing average time-to-task** in self-service flows by ~20%.
- Created Leads North America's first online editing tool for print materials, contributing to a **15% YoY increase in digital sales in 2014**.

### CERTIFICATIONS

AI x Design Thinking - IDEO (Feb 2025)

Mastering Design Thinking - MIT (Feb 2025)

Human-Centered Strategy - IDEO (Apr 2024)

Designing and Building AI Products and Services - MIT (Feb 2024)

Generative AI for Creative Professionals - LinkedIn (Jan 2024)

Building AI Literacy - LinkedIn (Jan 2024)