

# Marc Perez

## UX + UI + UXR

Senior UX Designer with 10+ years of experience leading impactful UX and UI design projects across diverse industries, including eCommerce and B2B2C. Proven expertise in user-centered design, usability testing, and delivering seamless, responsive interfaces that drive user engagement and business growth.

### CONTACT DETAILS

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

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

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

☎ 425-395-4404

### SKILLS

- Wireframing
- Responsive design
- Prototyping
- Journey maps
- Personas
- Information architecture
- Design system
- Information architecture

### METHODS

- Discovery
- Requirement gathering
- UX research
- Interviews / Surveys
- Card sorting
- Competitive audits
- Concept testing
- Heuristic evaluations

### TOOLS

Figma, Sketch, Azure, Miro, Jira, FullStory, Optimal Workshop, Qualtrics, User testing

## EXPERIENCE

### Holland America via Mixtec Design - Senior UX Designer

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

- Led the redesign of Holland America's online guest check-in process to reduce average check-in times by 20% and directly enhance user experience.
- Spearheaded rebranding efforts, ensuring design consistency across platforms.
- Implemented a new design system, collaborating closely with engineering.

### Ingram Micro via Mixtec Design - Principal Product Designer

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

- Led Ingram Micro's eCommerce overhaul to help reduce the abandonment rate by 45% and boost transaction volumes by 25%.
- Drove the strategic redesign of registration, home page, and checkout workflows.
- Quote redesign resulted in a cut in navigation time by 30% during usability testing.
- Streamlined the eCommerce search functionality to help improve product discovery, increasing overall site usability, and decrease abandonment rate.
- Directed two external agencies across nine experience pillars, coordinating design efforts that enhanced overall user engagement and consistency.

### Revel Consulting via Mixtec Design - Senior UX Designer

Seattle, WA | Apr 2017 - Jun 2021

- Led over 20 UX research and design projects at Revel Consulting, significantly enhancing user interface usability experience across multiple platforms.
- Revamped Xbox's game publishing process by designing a digital portal that integrated game titles for publishers and retailers, eliminating manual workflows.
- Developed detailed customer personas and mapped customer journeys at FedEx, highlighting bottlenecks and inefficiencies in the promo code system.
- Conducted a comprehensive research initiative at Microsoft 365 to understand the trial experience of business customers, identifying key areas to ensure conversion.

### SMITH.co - User Experience Architect

Seattle, WA | Nov 2013 - Jun 2017

- Led over 30 UX projects at SMITH.co, delivering clean, modern user experiences across various devices, ensuring alignment with stakeholder goals.
- Overhauled AT&T sales tool interface, enhancing usability for sales representatives, which increased engagement and visits from 900,000 to 1.6 million per month.
- Reinventing the online printing experience for an innovative retail model by redesigning a new experience for Leads North America.

## EDUCATION

### Master of Science: Human-Centered Design & Engineering

University of Washington - Seattle, WA

### Master of Science: eCommerce

Luleå University of Technology - Sweden

## CERTIFICATIONS

- MIT: Mastering Design Thinking (In Progress)
- IDEO: Human-Centered Strategy (2024)
- MIT: Designing and Building AI Products and Services (2024)
- LinkedIn: Building Generative AI for Creative Professionals (2024)
- LinkedIn: Building AI Literacy (2024)

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## ✂ KEY PROJECTS

### Cruise Online Guest Check-In Transformation (B2C)

Holland America

Spearheaded the redesign of Holland America's online guest check-in process by optimizing the user flow and efficiency. My role as Senior UX Designer involved leading user research and stakeholder interviews, developing wireframes, and collaborating closely with engineering to create and implement a new design system. This comprehensive redesign successfully improved the interface's consistency and scalability, resulting in a 20% reduction in check-in time and a significant increase in user satisfaction.

### XVantage Quotes Process Redesign (B2B2C)

Ingram Micro

Led the transformative redesign of the next-generation quoting tool to streamline and simplify the user journey, addressing the complexities that had emerged in the initial rollout. As the Principal Product Designer, my role involved conducting user interviews to pinpoint pain points, leading ideation sessions, and developing wireframes. These efforts culminated in persuasive stakeholder presentations, securing widespread buy-in. The feedback affirmed that the redesign significantly enhanced usability, allowing users to navigate the tool independently and reducing the reliance on support. This project not only aligned the tool's functionality with user needs but also harmonized it with broader business objectives.

### Xbox Game Publishing Portal Overhaul (B2B2C)

Revel Consulting

Revamped of Xbox's manual game publishing process to address its inefficiencies and error-proneness. As a Senior UX Designer, I led the design of user flows and navigation, developed taxonomies and wireframes, and conducted extensive concept testing. My collaborative efforts with stakeholders ensured that the final designs were well-aligned with user needs and operational goals. The result was a highly efficient digital portal that improved error management and streamlined workflows, significantly enhancing the publishing process for retailers and providing access to new games for over 57 million Xbox subscribers.

### FedEx Promotion & Account Setup Redesign (B2B)

Revel Consulting

I spearheaded the overhaul of FedEx's promo code creation and distribution process, focusing on enhancing the SMB account setup experience. As a Senior UX Designer, I led the discovery phase, conducted detailed stakeholder interviews, and developed user personas. My creation of customer journeys and wireframes, coupled with rigorous concept testing, facilitated a deep understanding of user needs. This approach enabled me to deliver workflow improvements that streamlined the promo code process and enhanced the SMB account creation experience, significantly simplifying the user interaction and increasing efficiency.

### AT&T Sales Tool Interface Revamp (B2C)

SMITH.co

Revitalized AT&T's customer-facing mobile sales tool as a Senior UX Designer, focusing on enhancing usability to address the existing inefficiencies and poor user experiences. My role encompassed leading ideation, conducting research and interviews, and developing wireframes and information architecture. The collaboration extended across multiple teams to implement these changes effectively. The outcome was a significant improvement in the tool's user-friendliness, evidenced by a substantial increase in monthly visits—from 900,000 to 1.6 million—thus boosting engagement and performance across sales platforms.