MARISA Mbivi

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Summary

With a background in graphic design, I bring dynamic visual direction to UX projects. I believe that collaboration is key to ensuring the best solution that blends technical limitations and the goals of users and stakeholders.

I am a motivated individual with a proven ability to take on new assignments and see them through to completion. Moreover, I am keen to continue developing my skills and knowledge to improve my value in projects and within a team.

Work Experience

Senior UX/UI Designer
2023-Present

Converge
Working with high-level stakeholders, including Product Managers and UX Lead, to define the user experience vision for internal projects and client projects.
- Creating low to high fidelity mockups and prototypes in usability tests for internal products and client projects.
- Building research plans and conducting usability testing on internal products and client projects.
- Working with the UX team to build Figma design systems emphasizing scalability in order to mitigate any future pain points.
- Designing and implementing Drupal sites from beginning to end working with developers.

UX/UI Designer
2022–2023

FigBytes
Focused on 2 upcoming product solutions, while assisting in the production of a scalable design system to support UX and dev teams in the full product redesign.
- Conducted secondary research for upcoming solutions: Water Stewardship and Supplier Transparency (Scope 3).
- Interviewed potential clients to understand their goals and needs in the above problem spaces.
- Designed screens to match the current and new product look.
- Contributed to key product screen designs for the refresh.
- Trained internal and external designers on the design system and give feedback on their work.

UX Designer
2019-2022

ProntoForms
Designed high fidelity mock-ups for prototypes to align goals and validate ideas with PO, Devs, other UX Designers and conduct user testing. Then analyzing and compiling responses.
- Spearheaded 16 new features and 6 improvements, 13 have launched to-date and 3 more in the pipeline.
- Championed internal design system which emphasized scalability to mitigate any future challenges.
- Created designs + materials for internal presentations.
- Planned 18 internal events for employees, and their children, as part of the Social Committee.

Work Experience

Staff Graphic Designer
2018-2019

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Produced various printed and digital marketing materials including trade show booths designs for over 10 global events.

- Worked on UI/UX for 2 new app products.
- Produced internal company videos + storyboarding.
- Planned 10 events for employees as part of the Social Committee.

Junior Designer
2016-2018

Arctic Leaf (formerly Arctic Empire)
Worked for 17+ clients to design material for e-commerce sites on popular platforms, social media content, branding, packaging and other digital and printed marketing materials.

- Designed low + high-fidelity mock-ups for 5 iOS & Android apps.
- Communicating with devs, PMs and clients to align goals and understand problems.
- Designed, developed and maintained Wordpress + Leadpages websites and email campaigns.
- Produced product, headshot photography and over 30 videos.

Education & Certifications

2019-2020

**Ontario College Graduate Certificate in
Interdisciplinary Studies in Human-Centred Design**
Algonquin College: School of Media & Design
Group Capstone Project: Access to maternal healthcare services in Central Nigeria (Project Kampe)

2019

IBM Enterprise Design Thinking Practitioner
IBM

2013-2016

Ontario College Advanced Diploma in Graphic Design
Algonquin College: School of Media & Design

Strengths

Building scalable design systems through the extensive features in figma.
Creative, big-picture thinker obsessed with crafting the details.
Designing solutions for complex problems while focusing on accessibility.
Communicating design intent - verbally and visually.

Professional Skills

Figma	Sketch
UX Design	Proto.io
Prototyping	Adobe Creative Suite
Visual Design	Maze