



**MARIANO GARCIA**

Senior User Experience Designer

uxmariano.com / hello@uxmariano.com / (415) 987-3408

## OBJECTIVE

*Passionate and creative User Experience Designer with over twelve years of hands-on experience in the field, seeking a challenging position to become a part of a great team, continue to learn and help create and improve world-class products.*

## Summary

- Expert in design concepts for websites, mobile and web applications.
- Advanced knowledge of User Research, Information Architecture, Usability and User Interface Design.
- Project management skills and experience leading creative teams.
- Proficient in semantic HTML and CSS. Deep understanding of web and mobile production and development.
- Fluent in written and spoken English. Intermediate French student. Native Spanish speaker.

## About me

I'm a Senior User Experience Designer, born and raised in Argentina, and now living in San Francisco, CA.

I fell in love with my family's TI-99/4A in the early 80s, and I've been having fun, struggling, and working with computers ever since. I'm very interested in finding ways to advance and improve technology to make our lives better.

Besides design and technology, I have a particular fascination with music. I study music theory and write songs.

When I'm not learning or working on design and music, I enjoy exploring The City and its beautiful surroundings, visiting museums, reading, watching good movies and just being in the great outdoors.

## Education

### **Degree in Communication Design**

Centro de Arte y Diseño (Tucumán, Argentina), sponsored by Universidad Alfonso X (Madrid, Spain). 2 years, 11 courses.  
2001

### **Bachelor's Degree in Psychology**

Universidad Nacional (Tucumán, Argentina). 5 years, 42 courses.  
2012



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## MAIN AREAS OF EXPERTISE

*Art Direction*

*Interaction Design*

*Information Architecture*

*User Experience Strategy*

*User Research*

*Usability Testing*

*Working with Developers*

## Work Experience

JUNE 2017 - PRESENT

### **Senior Member of Technical Staff, User Experience**

VMware · Palo Alto, California

[www.vmware.com](http://www.vmware.com)

User interface design. Usability testing. Information architecture. Developing personas, use cases and design patterns.

APRIL 2016 - JUNE 2017

### **Lead User Experience Designer**

Globality · Menlo Park, California

[www.globality.com](http://www.globality.com)

User interface design. Usability testing. Information architecture. Hiring and coaching design team. Print collateral design.

APRIL 2015 - JANUARY 2016

### **Director of User Experience**

QuestionPro · San Mateo, California

[www.questionpro.com](http://www.questionpro.com)

User interface design. Usability testing. Design team management. Project management. Art direction, brand and collateral design.

FEBRUARY 2010 - MARCH 2015

### **Founder, Creative Director**

The UX Department · Tucumán, Argentina – San Francisco, California

[www.theuxdepartment.com](http://www.theuxdepartment.com)

User-centered design. Art direction, concept development. Usability consulting. Project management. Building and managing team.

JUNE 2008 - FEBRUARY 2010

### **Usability Consultant, User Interface Designer**

Neatcraft · Buenos Aires, Argentina

[www.neatcraft.com](http://www.neatcraft.com)

Usability consulting. User interface design. Information architecture. Mobile and web design.

NOVEMBER 2007 - SEPTEMBER 2009

### **User Experience Manager**

El Viaje de Odiseo · Buenos Aires, Argentina

[www.elviajedeodiseo.com](http://www.elviajedeodiseo.com)

Usability consulting. User interface design. Project management. Hiring and managing IT and software development providers.



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## TESTIMONIAL

*“Mariano is a first rate thinker, creative problem solver and business brain. We worked very effectively together on a complex global solution for a multibillion dollar initiative and had fun completing the project. A real talent.”*

- David Bryant  
Creative Strategist at Google

## Work Experience (cont'd)

SEPTEMBER 2006 - AUGUST 2007

### **Web Designer - Web Production Manager**

Avity LLC · New Haven, Connecticut

[www.avity.com](http://www.avity.com)

User-interface design. Collecting specifications, managing production of web applications. Usability testing. Graphic and multimedia design.

MARCH 2006 - OCTOBER 2007

### **Co-founder, User Interface Designer, Content Manager**

Confronte.com · Buenos Aires, Argentina

Designing and testing platform with users. Copy writing and editing. Planning and development of marketing and advertising campaigns.

DECEMBER 2005 - AUGUST 2006

### **Web Designer**

Smile&Soft · Buenos Aires, Argentina

Graphic and multimedia design: corporate identity, print collateral, flash animation and websites. Project management.

APRIL 2004 - DECEMBER 2005

### **Art Director**

Estudio42 · Tucumán, Argentina

Corporate identity design. Website concept development and design. Graphic design. Managing freelance illustrators and designers.

MARCH 2001 - SEPTEMBER 2004

### **Freelance Graphic Designer**

Tucumán, Argentina

Corporate identity, packaging, print collateral, advertising and multimedia design.



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## TESTIMONIAL

*“There's a lot to be said about Mariano (all good from my perspective). He is an excellent professional, very dedicated to his work, and from my humble 10 year experience in the web software development field, one of the most imaginative and creative people I have had the pleasure of working with..”*

– Valentin Secades  
Project Manager at Avity

## Additional Studies, Events and Associations

- Member of the User Experience Professionals' Association (UXPA) since 2008. Co-founder of the local chapter for Argentina.
- Member of the Internet Society (I-SOC) since 2009.
- Attended “Inspiration: The History and Theory of Design” course by Barry Katz at Stanford Continuing Studies in 2016.
- Volunteered as portfolio reviewer for UXPA Bay Area and mentor at UX Nights San Francisco in 2014 and 2015.
- Attended WordCamp 2014 (annual WordPress conference) in San Francisco.
- Presented a keynote in World Information Architecture Day 2014 in Buenos Aires.
- Volunteered for creating the website of Interacion South America 2014 (Interaction Design Association annual event). Presented in 2013 and attended 2012 event.
- Organized event and presented a keynote at TUX 2013, in Tucumán, Argentina.
- Attended “Wikimania 2009,” WikiMedia Foundation annual event in Buenos Aires.
- Presented a keynote at World Usability Day 2009 event in Buenos Aires. Attended 2007 and 2008 events.
- Attended Web 2.0 Expo 2008, workshops and conferences organized in New York by O'Reilly Media.
- Attended “Interactive music, tangible interfaces and the reacTable,” 5-day workshop by Sergi Jordá in 2009.
- Attended “Semantic HTML and Web Standards,” workshop organized by Nits Argentina, in 2007 .