



**MARIANO GARCIA**

Senior User Experience Designer

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

## OBJECTIVE

*Passionate and creative UX 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 a world-class product.*

## 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, but 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 have a one-man band.

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

APRIL 2015 - JANUARY 2016

### **Director of User Experience**

QuestionPro  
San Mateo, California  
[www.questionpro.com](http://www.questionpro.com)

Product design: web and native mobile applications. Usability testing. Hiring and managing a team of designers and front-end developers. Project management. Art direction: developing the brand and supporting the marketing and sales teams by coordinating collateral design tasks.

FEBRUARY 2010 - MARCH 2015

### **Creative Director**

The UX Department  
Tucumán, Argentina - San Francisco, California  
[www.theuxdepartment.com](http://www.theuxdepartment.com)

User-centered design. Designing websites and web applications. Art direction, concept development. Web usability consulting: testing and diagnostics. Project management. Building a team and managing relationships with providers and clients.

JUN 2008 - FEBRUARY 2010

### **Web Usability Consultant**

Neatcraft  
Buenos Aires, Argentina  
[www.neatcraft.com](http://www.neatcraft.com)

Usability consulting: testing and diagnostics. Design of websites and web applications. Template design for e-commerce, social networks, and content management systems. Managing projects.

NOVEMBER 2007 - SEPTEMBER 2009

### **User Experience Lead**

El Viaje de Odiseo  
Buenos Aires, Argentina  
[www.elviajedeodiseo.com](http://www.elviajedeodiseo.com)

Consulting in usability and user interface design. Gathering specifications and designing high-traffic web applications. Project management. Hiring and managing IT providers. Researching and editing copy and presentations for workshops, books, and other printed material. Designing and updating the company website and blog.



## 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



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## Work Experience (cont'd)

SEPTEMBER 2006 - AUGUST 2007

### **Graphic Designer – Web Production Manager**

Avity LLC  
New Haven, Connecticut  
[www.avity.com](http://www.avity.com)

Project management. Collecting specifications for web applications. Consulting in usability and user interface design. Creating wireframes and mockups for websites. Graphic design, logo design, multimedia design. Managing the web production team.

MARCH 2006 - OCTOBER 2007

### **Content Manager, UI Designer**

Confronte.com (own startup)  
Buenos Aires, Argentina

Web design, creating and testing website and web application user interfaces. Proofreading, copy editing, and copy writing. Planning and development of marketing and advertising campaigns.

DECEMBER 2005 - AUGUST 2006

### **Web Designer**

Smile&Soft  
Buenos Aires, Argentina

Website design. Graphic and multimedia design: corporate identity, print collateral, flash animations, and icons. Project management.

APRIL 2004 - DECEMBER 2005

### **Art Director**

Estudio42  
Tucumán, Argentina

Creating and producing concepts for websites. Corporate identity design. Managing freelance illustrators and designers.

MARCH 2001 - SEPTEMBER 2004

### **Freelance Graphic Designer**

Tucumán, Argentina

Brand development, 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.
- 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.
- Attended “Semantic HTML and Web Standards,” workshop organized by Nits Argentina, in 2007 .