



EDUCATION

Yale School of Management

July 2019

Business Perspectives for Creative Leaders

General Assembly

July-October 2015

User Experience Design Intensive

School of Visual Arts

2013-2014

HTML and CSS

Miami International University of Art & Design

2003 – 2007

BFA in Graphic Design

LANGUAGES

Native English and Spanish speaker

SKILLS

Proficient in all industry standard tools: Adobe Creative Suite, Figma, ProCreate, Zeplin, Miro, Mural, Office, Keynote, etc.

References upon request.

For a more extensive overview of my career history visit [linkedin.com/in/nanamarin/](https://www.linkedin.com/in/nanamarin/)

EXPERIENCE

The College Board New York, NY April 2020 – Present

Director, UX & Creative Strategy

Led a team of 30 designers, including 10 direct reports, responsible for designing and shaping the user experience of educational products and services.

Developed and executed a creative strategy aligned with the organization's mission and goals, establishing design principles and guidelines for brand consistency.

Drove the user-centered design process, collaborating closely with cross-functional teams, including product managers, engineers, and researchers, to ensure the alignment of design solutions with user needs and business objectives.

Managed multiple design portfolios, overseeing resource allocation and project prioritization to meet project timelines and objectives.

Advocated for user-centered design practices, including user research, usability testing, and iterative design, resulting in continuous improvements to product quality.

Fostered a culture of innovation within the team, staying current with industry trends and emerging design technologies, and integrating new tools and techniques.

Cultivated strong cross-functional partnerships and collaboration, working closely with product managers, engineers, content creators, and other stakeholders to deliver exceptional user experiences.

Director, Creative Strategy

Partner with product owner to translate a new business approach into a product strategy for a program which aims to connect students to higher education institutions. Lead a cross-functional team (development, product, design, marketing, content, editorial, content engineering, research, sales) through the process of transforming the product strategy into fully functional products to bring to market. Identify short, mid, and long term goals, work across teams to define an optimal distribution strategy that will drive successful launches and adoption.

Negotiate and advocate for end users within a department that is new to product design and user centered principles. Effectively communicate thinking behind our approach in ways that are succinct and tailored to the presentation audience. Help bridge the gap among teams and cultivate collaboration and alignment.

Manage and mentor the Higher Ed product Design team. Lead the concept, design, and prototyping of all design artifacts. Work with and contribute to Apricot, the internal design system. Foster the practice of iteratively testing and validating. Ensure that all products are accessible and inclusive.

Champion research by leading user interview sessions with representatives from higher ed institutions, conducting competitive/comparative landscape analyses, and facilitating workshops and exercises. Partner with the student team to knowledge-share and brainstorm when relevant.

The New School/Parsons New York, NY January 2022 – December 2022

Part-time Faculty, MPS Communication Design Program

Facilitated workshops, presentations, guest lectures, office hours, design reviews, and interview prep in order to help prepare students for a professional career in product design by exploring real life contexts.



Adriana (Nana) Marín | Strategy, Creative Direction, Product Design

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EXPERIENCE

The New York Times New York, NY July 2018 – April 2020

Product Design Lead, Growth Team

Provided the team with strategy, UX, and product design support for short-term “quick wins” and leveraged data to help plan long-term critical tests. Some of the most notable projects that I led were the testing and redesign of The New York Times purchase experience, the redesign of the core subscription landing pages, and unifying account authentication flows.

Worked closely with engineers and product management to foster an efficient and communicative team culture that helped the team establish a ship-and-learn rhythm and build momentum toward bigger goals. Created user flows, prototypes, initiated research spikes whenever pertinent, and allocated time in our sprints for walkthroughs, question and review sessions with engineers. Partnered with Audience Insights to write discussion guides, build prototypes, conduct user testing sessions.

Facilitated cross-functional brainstorm sessions focused on growing qualified traffic and improving conversion rate. Then use insights to help enhance planning/roadmapping and build out the team’s backlog.

Partnered with design leads from various departments across The New York Times to build out the product UI guidelines in order to create consistent design patterns and implement accessibility and inclusivity best practices.

Pond5 New York, NY November 2015 – July 2018

UX/UI Design and Team Management

Led the implementation of a user-centered, iterative design process and educated the entire company on the importance of UX Design principles. Presented demos and design work to executives. Managed project timelines, scope and team allocation of the user experience team. Implemented processes, tools, and methods to optimize productivity and to usher in a higher level of innovation.

Executed strategic visions at the onset of projects, worked with the team to deliver on these solutions at every step of the design and development process, seamlessly meeting customer needs while also reconciling those needs with business goals.

Directed the design of all rebranded collateral, such as the site architecture, interactions, UI guidelines, iconography, marketing landing pages, ecommerce pages, email onboarding strategy.

Worked closely with Product, Tech, and Sales to design products for Enterprise customers. We built an Enterprise version of the website, and produced internal tools to create, track, and invoice accounts.

Led and mentored the Design, Copy, and Product Management teams. Facilitated workshops and working sessions.

Shutterstock New York, NY January 2011 – October 2015

Design Direction

Partnered with Marketing, Design, and Product Teams to execute A/B and multivariate design experiments and build a test and learn environment.

Led the design of global brand campaigns, advocated brand integrity and consistency throughout online and offline touch-points such as responsive landing pages, banner ads, emails, and print ads, advertorials, event design, and outdoor advertising.

Design direction, day-to-day mentorship, and management of Design Team which included: 3 designers, 3 design interns, 3 developers, 5 copywriters (English, Spanish, Brazilian Portuguese, French, and German).

Spearheaded the monthly Designer Passport tutorial blog series and art directed each project and tutorial. I worked closely with 15 artists and designers worldwide.

Stanley Black & Decker New York, NY 2010 – 2012

Art Direction, Design, Photo Retouching, and Digital Illustration

Directed and managed a team of four designers, one photographer, and managed client services. Designed sales brochures, digitally illustrated products for tool manuals, and retouched product photos. Assisted in the launch of the Black & Decker Linea Pro (Pro Line) in South America. Designed packages, product manuals, and sales sheets in English, Spanish and Portuguese.