NANA

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

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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
UX/UI, Strategy, User Research, Design Thinking, User-Centricity, IA, Brand, Visual Design, Typography, Color Theory, Graphic Design, Prototyping, AI, Marketing, Business Intelligence, Leadership, Collaboration, Creative Direction, Facilitation, Public Speaking, Accessibility, Continuous Learning, Universal Design.

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

For a more extensive career history:
linkedin.com/in/nanamarin

References upon request.

EXPERIENCE

The College Board   New York, NY   April 2020 – Present
Director, Creative Strategy & UX Design, Technology

- Promoted within the role of Director, expanded responsibilities from overseeing one portfolio to leading a 30-member design team, including 10 direct reports, shaping user experiences for educational products and services across all 8 portfolios.

- Formulated and executed a creative strategy aligned with organizational objectives, establishing design principles for brand consistency.

- Guided the user-centered design process, promoting practices such as research and testing. Collaborated with cross-functional teams to ensure design solutions consistently met user and business goals, leading to ongoing product quality enhancements.

- Managed diverse design portfolios, overseeing resource allocation and project prioritization to meet timelines and objectives. Helped hire and instill the design system across the cross-functional team.

- Cultivated an innovative culture, staying abreast of industry trends and incorporating new tools and techniques.

- Fostered strong cross-functional partnerships, collaborating closely with product managers, engineers, and stakeholders to deliver exceptional user experiences.

Director, Creative Strategy

- Collaborated with the product owner to translate a new business approach into a product strategy, leading a cross-functional team through the transformation process and defining optimal distribution strategies for successful launches and adoption of products connecting students to higher education institutions.

- Negotiated and advocated for end users in a department new to product design and user-centered principles, effectively communicating our approach to diverse audiences. Facilitated collaboration and alignment among teams.

- Managed and mentored the Higher Ed product Design team, growing the team from 1 designer to 5 designers, 1 copywriter, and 1 content engineer. Oversaw the concept, design, and prototyping of all design artifacts.

- Contributed to the internal design system (Apricot), fostered iterative testing, and ensured product accessibility and inclusivity. Collaborated with product, engineering, sales, customer service, and stakeholders to achieve team objectives.

- Championed research through user interview sessions, competitive analyses, and workshops. Collaborated with the student team for knowledge-sharing and brainstorming relevant ideas.

The New School   New York, NY   January 2022 – January 2023
Part-time Faculty, Parsons MPS Communication Design Program
Facilitated diverse learning experiences, including workshops, presentations, guest lectures, office hours, design reviews, and interview prep, aimed at equipping students for successful careers in product design through the exploration of real-life contexts.

EXPERIENCE

The New York Times   New York, NY   July 2018 – April 2020
Product Design Lead, Growth Team

- Provided strategy, UX, and product design support for short-term "quick wins" and utilized data for planning long-term critical tests.

- Led projects encompassing the testing and redesign of The New York Times purchase experience, the overhaul of core subscription landing pages, and the unification of account authentication flows. Additionally, contributed to enhancing user interactions and overall satisfaction in the purchase and subscription experience for The New York Times app.

- Mentored junior and mid-level designers as well as design interns, fostering skill development and a collaborative team environment.

- Cultivated an efficient and communicative team culture in collaboration with engineers and product management, establishing a ship-and-learn rhythm. Created user flows, prototypes, and initiated research spikes for informed decision-making.

- Collaborated with Audience Insights to develop discussion guides, build prototypes, and conduct user testing sessions.

- Facilitated cross-functional brainstorm sessions to drive qualified traffic growth and improve conversion rates. Applied insights to enhance planning/roadmapping and contribute to the team's backlog.

- Teamed up with design leads from various departments to establish product UI guidelines, ensuring consistent design patterns and implementing accessibility and inclusivity best practices.

Pond5   New York, NY   November 2015 – July 2018
UX/UI Design Manager

- 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, e-commerce 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 Director

- Collaborated with Marketing, Design, and Product Teams to implement A/B and multivariate design experiments, building a test and learn environment.

- Led the design of global brand campaigns, ensuring brand integrity across various touch-points, including responsive landing pages, banner ads, emails, print ads, event design, and outdoor advertising.

- Provided design direction and day-to-day mentorship for a diverse team, managing 3 designers, 3 design interns, 3 developers, and 5 copywriters proficient in English, Spanish, Brazilian Portuguese, French, and German.

- Spearheaded the monthly Designer Passport tutorial blog series, art directing projects and tutorials in collaboration with 15 artists and designers worldwide.