

MARLON McGILBRA

PRODUCT DESIGNER

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Experienced Product Designer with a focus on human-centered design, and enhancing user experiences through systematic UI/UX processes. Led on various projects desktop and mobile from inception to completion, collaborated closely with cross-functional teams, employing Agile methodologies to deliver responsive web designs. Proficient in Figma, contributed to and maintained design systems while staying abreast of industry trends.

PROFESSIONAL EXPERIENCE

Production Director at Adcetera (B2B, B2C, SaaS and CRM)
May 2006 – Apr 2024

Adcetera is a strategic marketing agency specializing in omnichannel creative content development and digital media. It delivers marketing strategies, customer and brand experiences, and measured media and analytics through its creative, digital, and motion services to help brands connect with customers.

- Orchestrated the creation, refinement, and testing of 20+ desktop and mobile prototypes to enhance user experience; resulting in a 25% increase in user engagement and a 15% decrease in bounce rate.
- Directed and coordinated the successful completion of intricate technical design initiatives, leveraging industry best practices to optimize performance and drive a 30% increase in revenue.
- Spearheaded collaboration efforts with engineering teams to convert detailed designs and requirements, streamlining Agile implementation and validation processes; drove a 25% increase in on-time project delivery and a 15% reduction in post-launch defects.
- Executed user research methodologies to inform design decisions, resulting in a 30% decrease in bounce rates and a 15% increase in conversion rates on the company website.
- Experience working as part of a large and collaborative design team.
- Monitored industry trends and conducted user surveys to gather feedback on current UX; applied insights to redesign key features, resulting in a 40% decrease in user complaints and a 25% increase in app ratings.

Lead Prepress Technician at Chas P. Young (B2B and B2C)
May 2001 – May 2006

With more than five decades of craftsmanship in producing high-impact color printing, Chas. P. Young Co. was a Houston business icon recognized for strength, stability, foresight and service.

- Conducted thorough evaluations of customer files to detect and fill in any gaps in critical information like size, color, fold patterns, allowances, bleeds, and resolution, ensuring precise print production and client expectations were consistently met.
- Implemented Preps layout software, prepared printing plates on computer-to-plate processor.
- Reviewed digital and physical files to rectify discrepancies in fonts, graphics, and layouts, enhancing brand cohesiveness and customer experience.

CERTIFICATION

UI/UX Design Career Track at Springboard

- 700+ hours of hands-on course material, 1:1 industry expert mentor oversight, and 4 in-depth projects.

Ultimate Figma Masterclass

- 10+ hours of course material, 90+ lessons, and 10+ file resources.

SKILLS

- Visual Design
- Wireframing
- Prototyping
- User Centered-Design
- User Interface
- Design Strategy
- Design System
- User Research
- Usability Testing
- Agile Methodology
- Solid Understanding of HTML, CSS and Javascript

TOOLS

- Figma
- Adobe CC (Illustrator, InDesign, Photoshop, XD, Acrobat, etc. ...)
- InVision
- Marvel
- Jira
- Microsoft 365

EDUCATION

Springboard
UI/UX Design
Career Track
Certification

Ultimate Figma
Masterclass
Certification

Sam Houston
State University
BFA, Graphic Design