marie azcueta

interactive visual designer/illustrator/developer

marieazcueta@gmail.com
marieazcueta.com
215-837-8596

Nomi Corp, New York
Senior Visual Designer
September 2013 – Present

‣ Responsible for designing and developing a clickable prototype of the Nomi Dashboard, introducing a new experience
   It is successfully used as a sales tool and testing framework to get feedback from existing and new users
‣ Designed dashboards, visualizations for experiences displaying Nomi sensor data
‣ Designed an android, iOS app and dashboard experience for users to configure Nomi beacons and other sensors
‣ Worked with our team to design a style guide for branding, reusable components and patterns that would be incorporated
   into self serve user tools to manage accounts, sites and devices

Patch Media, AOL, New York
Senior Visual Designer
February – September 2013

‣ Led design focused feature teams, like user registration and homepage carousels to surface popular articles on the site
‣ Created concepts and design systems for multiple Patch redesigns to encourage engagement from newsletters to the sites
‣ Led the design for versions of an iOS native app focused on loyalty/buying program in local towns
‣ Designed the experience and trained on-field editors to select and upload cover photos for their Patch sites
‣ Responsible for building and then maintaining GUI kits and pattern libraries for the redesigns of the site for better
   collaboration with design, product and engineering teams

Patch Media, AOL, New York
Visual Designer
March 2011 – February 2013

‣ Responsible for a successful redesign of daily newsletters for both desktop and mobile layouts
‣ Created mock ups for revenue product concepts
‣ Created UI for new features on the existing platform
‣ Led the design on a self service ad sales product
‣ Responsible for the design and front-end development of an aggregation tool for Patch editors and bloggers
‣ Responsible for the implementation of the redesign's responsive/mobile framework

Outside.in, New York
Designer/Front-end Developer
November 2010 – February 2011

‣ Worked closely with product and engineering on the redesign of the product that led to an acquisition
‣ Designed and styled white label sites to serve as the local edition of larger news entities (CNN, CBS Local, NBC)

Sullivan, New York
Interactive Design Consultant
September – November 2010

‣ Responsible for the design and experience of a selling tool for CQ Roll Call
‣ Worked on editorial layouts of brochures and guide books
‣ Designed signage for clients' trade show booth

Level Design Group, New York
Designer/Front-end Developer
September 2009 – September 2010

‣ Led design and programming for client portfolios and e-commerce sites
‣ Collaborated with a team of industrial and UX designers to build games targeted toward middle school children
   for environmental awareness

Redub LLC, New York
Design Intern
June – September 2009

‣ Collaborated with a team of designers and developers to build a templated typographic reading experience for
   various sized screens including netbooks before the release of iPads
‣ Produced wireframes for different reading layouts that engaged user contribution for Refinery29
‣ Produced infographics and presentations explaining the strategy of the Redub Reader and how we read

digBP (Brown Partners), Philadelphia
Designer/Front-end Developer
July 2009 – March 2010

‣ Collaborated with in-house designers and copywriters to design and build web sites for commercial and non-profit clients
‣ Implemented designs for the company website

skills

Strategy and design for responsive and mobile web experiences
Interaction and visual design for desktop and iOS native apps
Dashboard design, data visualization, vector illustration and icon creation
Visual QA and bug tracking software: Jira & Pivotal
Design, prototyping and documentation programs: Photoshop, Illustrator, InDesign, Google docs, Axure, Invision
Coordinating and prioritizing projects with teams including engineers, design & product
Development: HTML, CSS, SASS, JQuery, Ruby on Rails , ActionScript, Wordpress, liquid on Shopify and Jekyll
Craft: Screen-printing, intaglio printing, stone carving, book production, knitting & crochet

education

The University of the Arts, Philadelphia, PA
Bachelor of Fine Arts in Graphic Design