

Clark Marcellano

UI/UX Designer

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PROFILE

I approach design with a focus on innovation, questioning the status quo, and considering the human perspective. I believe that design thinking allows us to discover new possibilities and create meaningful solutions. In my work, I strive to challenge the boundaries of traditional thinking and explore innovative ideas that can improve the user experience

EXPERIENCE

UI/UX Designer, F1 RCMP-Accredited Fingerprinting Agency

2022 | Freelance

- Led end-to-end redesign of company website, improving both desktop and mobile browser versions.
- Conducted user research, analyzed results, and identified areas for improvement.
- Reorganized sitemap for enhanced navigation and user experience.
- Created wireframes to effectively communicate design concepts to stakeholders.
- Collaborated with Frontier One's team for seamless integration of content into new design.
- Conducted user testing to validate design solutions and ensure a visually appealing, user-friendly website.

User Interface Designer, Stevag Restaurant and Bar

2023 | Freelance

- Led the design of the website's home and menu pages.
- Developed wireframes, mock ups, and prototypes to guide the design process using Figma.
- Worked closely with stakeholders to incorporate and convey brand identity in the design.
- Effectively communicated with stakeholders to define the project scope and outline the design process.

SKILLS

- Certified UX Designer
- Empathizing with users by creating empathy maps, personas, user stories, and user journey maps
- Defining user pain points
- Creating wireframes, mock ups, and prototypes using visual design elements and principles
- Designing in Figma and Adobe XD
- Conducting interviews and usability studies
- Experience with HTML, CSS, Javascript, and React

EDUCATION

Interactive Media Design

Seneca College, Toronto

2-year Diploma -Present

User Experience Designer

Google Career Certificates

Professional Certificate -2022

Child and Youth Care

Seneca College, Toronto

3-year Advanced Diploma - 2013

User Interface Designer, Archon Legends TCG

2023 (Present) | Freelance

- Spearheaded the design for their internal database software.
- Developed wireframes, mock ups, and prototypes to guide the design process using Figma.
- Communicated with stakeholders to incorporate and convey brand identity in the design.
- Worked closely with their software developer to define the scope of the project.

UI/UX Designer, Calle Wear Clothing

2023 (Present) | Freelance

- Spearheaded the design for their home, shop, and product page.
- Developed wireframes, mock ups, and prototypes to guide the design process using Figma.
- Communicated with stakeholders to incorporate and convey brand identity in the design.
- Integrated the design into Wix.com for easier handling of their website after completion of the project.