



ALEXANDER MARZO

**PRODUCT DIRECTOR:  
CREATIVE STRATEGY,  
USER EXPERIENCE (UX UI)**

**CREATIVE ACE WITH 12  
YEARS OF BRINGING IDEAS  
AND PEOPLE TOGETHER**

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**S K I L L S**

STRATEGY

BRANDING

UX / UI

INFORMATION ARCHITECTURE

WIREFRAMES

PRODUCT ROADMAP

ART DIRECTION

INVESTOR / STAKEHOLDER PRESENTATIONS

HIRING TALENT

SYSTEMS DESIGN

USER JOURNEY

STORYBOARDING

STRATEGIC VISION

PRODUCT DEFINITION

PRODUCT DELIVERY

BUDGET ALLOCATION

**A R E A S**

WEB

APPS

WEARABLES

ECOSYSTEM

VOICE PROTOTYPING

SCREENLESS UI

**C E R T I F I E D**



**E X P E R I E N C E**

**YEET MARKETPLACE / JULY 2016 - PRESENT**

**Co-founder, Strategy and UX/UI Product Direction**

**Leadership Attributes**

- Create Investor decks showcasing company potential and raising **\$1.1M** to date for Pre-seed to build the Minimum Viable Product (MVP)
- Identifying a Product Roadmap with clear objectives, roles, responsibilities of each team member
- Manage a team of 8: Design, Tech, Logistics
- Meeting with intellectual property lawyers to study current competitor patents and see where there are loopholes for us to patent unique features and functions
- Personnel management: Responsible for all aspects of personnel management (e.g., Design/UX UI/Creative hiring, training and development, etc.) Alignment of Design and tech team groups to tackle different product areas.
- Ability to turn ideas into action quickly, test ideas, iterate on data and inspire others to take action with a positive attitude

**Product Strategy and Definition**

- Identify and ideate a product map with all user touchpoints and create a matrix showcasing areas where we can improve the product.
- Inclusive brainstorming: Bounce ideas with the team and gather different point of views for every touchpoint
- Documenting vendor problems and ideating solutions with the team via 5 day Design Sprints and testing the ideas in form of low-fidelity wireframes with team members
- Creating a unique User experience Ecosystem between the Customer-side, Vendor-side and Administrative-side to flow and function in harmony
- Industry standards: Responsive Design, Continuous Design Sprints, feedback, iterating on data and presenting again to audiences documenting, testing and providing in form of prototype adjustments to focus groups. Bug testing and QA across browsers and devices
- Develop complex products that are multi-faceted (client side, vendor side, administrative side on an Enterprise level)
- Research integrations to better our Ecosystem and become an early adopter of beneficial tech

**Product Delivery and Accountability**

- Responsible for the on-time, on-budget and on-strategy delivery of Yeet products (User-side, Vendor-side, Administrative-side)
- Inclusive budget management: Unite DesignOps with Finance to assure budget management via Google Sheets

**HYPER.CO / JUNE 2015 - AUG 2016** [www.hyp3r.com](http://www.hyp3r.com)

**Design Consultant: Product Roadmap and Journey to showcase added business value for their customers:**

Role and responsibilities include:

- identify product advantages that helps companies like Marriott hotels discover and track all public their social media activity at various locations, to leverage direct guest services in the most efficient way
- Ideate a UX solution for their client Disney to easily interact with their customers directly in a personal way
- Design a social media dashboard for companies like Redbull to have a quick glance at their engagement opportunities at their live events



**Together, we have created an Award-winning platform**

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## EXPERIENCE

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**GET MY RX** / FEBRUARY 2013 - JUNE 2014 [www.getmyrx.com](http://www.getmyrx.com)

**Get my Rx was acquired by McKesson Corporation in late 2014 for \$3M**

**Co-founder, UX/UI, Branding:** Responsibilities include:

- Helped raise \$650,000 seed round through via our investor pitch deck I created that showed problem validation, our tech solution, intellectual property opportunity, team hires and milestone journey with financial goals.
- Product Presentation included Project timeline and Product roadmap in sync.
- Design Ops: Create ecosystem between app and IP software development that empowered local pharmacies to get new clients and offer their delivery services in an evolving on-demand world.
- Continuous User Testing of focus groups with different demographics and psychographics, A/B Testing, Multi-variate testing
- The app is currently being used nationwide in over 3,000 zip codes in the U.S.
- Standardization, optimization and naming conventions for all assets
- Bug testing and QA across all web browsers (Safari, Chrome and Firefox) and all devices (Web, iOS and Android) device family

**NOBOX MARKETING** / JULY 2013 - DECEMBER 2014 [www.nobox.com](http://www.nobox.com)

**Freelance, Design Consultant, UX/UI, Branding :** Responsibilities:

Creative Project Lead responsible for Client presentations to win accounts.  
for microsite experiences, landing pages, Websites, App projects for their clients:

MARRIOTT

GOPRO

PLAYSTATION

NETFLIX

COPA AIRLINES

MOVISTAR LATAM

MOZILLA FFOX

SAMSUNG LATAM

TED X MIAMI 2014

**PUBLICIS.SAPIENT** / JAN 2009 - FEBRUARY 2014 [www.sapientnitro.com](http://www.sapientnitro.com)

**Creative Lead, FCA Client presentations, Art Direction :** Responsibilities include:

- Establish key branding opportunities for each of the 6 FCA Brands that rely on the same technology build
- Websites, Apps, Microsites live in an ecosystem that benefits all their Brands and my job was to re-brand/refresh them while keeping their Brand differentiators
- Create memorable user experience ideas and User Journeys to drive users to their Special Offer/Sales sections
- Work alongside various departments of Creative, Development, Quality Assurance
- Use Industry standard procedures, creative toolstack, agile methodologies to meet deadlines
- Establish group design brainstorm whiteboard sessions to inspire and motivate everyone to think outside the box/collaborate

FERRARI

CHRYSLER

DODGE

FIAT

DODGE SRT

LA AUTO SHOW

NYC AUTO SHOW

**PORSCHE GROUP - AUDI DIVISION IN CALIFORNIA**

JUNE 2007 - AUG 2009

**Interface Design:** Responsibilities include:

- Research Focus Groups to find concerns about previous generation Audis and document concerns to serve as inspiration
- Analyze the customer type per price segment and brainstorm unique brand feature attributes across family of vehicles
- Using customer data at hand, invent memorable UI interfaces and use cases. Designs need to work with ergonomic seating of the user. (Will features be used by radial controls, switches, knobs, touch screens.. why a particular ergonomic function versus another?) and design variations of these controls, collaborate with engineers (mechanical and programming eng.)
- Ideate via sketches, create rapid prototypes of UX scenarios where users use physical functions to control digital actions
- Establish an ecosystem of interface designs for the Brand family that has different (more) features based on a higher price point
- Auto show user journeys that brings potential clients closer to experience everything about the brand. All digital touchpoints and in car experiences

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## EDUCATION

 **ArtCenter**  
LOS ANGELES, CA

**Pratt**  
NEW YORK CITY



ALEXANDER MARZO

RECOMMENDATIONS  
FROM LEADERS

## PRODUCT DIRECTOR: CREATIVE STRATEGY, USER EXPERIENCE (UX UI)

ANTHONY SIMS  
I. DESIGN MANAGER

SPACEX

*"His determination to want to solve problems quickly sets him apart from the rest. One of the preferred friends I like to brainstorm ideas with."*

DARREN ESTRADA  
LEAD ENGINEER



*"I worked with Alex on various projects. He was always curious about how to really push design and technology ideas to the next level. I would love to work with him again."*

ALEX MENDOZA  
CREATIVE OFFICER UX UI

Sapient

*"Alex has been an asset and creative ace for FCA automotive brands. The door is always open for working on special projects together."*

LUIS ANGEL  
CO-FOUNDER

GetmyRx

*"Marzo was a key piece of our co-founder team. His Creative Strategy and idea execution are what helped gain confidence in our Angel Investors. Today we are operating in 3,000 zip codes around the USA!"*

JAYSON FITTIPALDI  
CREATIVE OFFICER CO-FOUNDER

NBX.

*"Alex is my 'go-to-guy' whenever I need to present ideas to new clients and really capture their attention. Great teamplayer and work-a-holic like myself."*

DEREK JENKINS  
FORMER CREATIVE MANAGER



*"When Alex was a Junior at Art Center, I spotted his work in the school gallery with Jae and Claus. I knew that we could mold him into the creative pro we wanted."*

RENY DIAZ  
VP OF INSIGHTS, TELEMUNDO



*"I've known Alex for many years and can personally recommend him for his creativity, innovation and ability to think outside the box."*

BRIAN O'DWYER, ESQ.  
EX-PRESIDENT BILL CLINTON'S LAWYER

*"I first met Alex in a seminar I was giving at Pratt Institute. We became friends and what I remember about him was his appetite to become the best in his industry, yet humble way about him." O'Dwyer & Bernstein, Law Firm*

JUAN CARLOS  
CO-FOUNDER

HYP3R

*"As soon as I met Alex we clicked. He's a great designer, with a keen eye for innovation opportunities. Highly Recommended. I am mentoring his latest project, yeet.com. Congrats."*

ALEX ALEXIEV  
DESIGN MANAGER

McLaren

*"When we first started working together in Audi, I knew he was young and had potential. 10 years later, that potential turned into something great. Cheers,"*