

MARITZA GARCIA

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Versatile Designer with expertise in software experience, industrial design and engineering related fields. I strive to create meticulous designs that are validated through research and testing. It is important to me to maintain a strong line of communication and rapport with my team in order to achieve our common goals.

EXPERIENCE

NIKE - Senior User Experience Designer *Hillsboro, OR*

Feb 2019- Present

- Collaborate with developers and business partners to form strategy of product development
- Interview business partners to document business processes
- Organize and facilitate workshops to gather requirements for design decisions

ALTSOURCE - Senior User Experience Designer *Portland, OR*

Feb 2018 - Feb 2019

- Created mobile first responsive website and update UI for mobile app
- Worked with several development teams to support design decisions
- Researched and implemented workflows to move users from analog to digital platform
- Researched, prototyped, and validated designs with stakeholders and development to create software that meets deadline and cost constraints

AUTODESK INC - User Experience Designer *Lake Oswego, OR*

July 2014 - Jan 2018

- Researched to create effective & intuitive interactions which increased MAU retention rates from 3 out of 11 to 5 out of 11
- Acted as Product Owner of a development team to deliver 6 week releases by managing and prioritizing product backlog
- Created wire-frames and prototypes for design validation of CAD work-flows
- Documented design specifications for fully functional and feasible software features
- Collaborated with development team in Agile process to create design within achievable limitations of time and software framework

Industrial Design Intern *June 2013 - Jan 2014*

EISAI INC - Packaging Engineer *Raleigh, NC*

Jan 2013 - May 2013

- As an intern collaborated with Packaging, Quality, Purchasing, Planning and Marketing to get release ready product and meet FDA regulations
- Created & maintained controlled good practice documentation such as Bill of Materials, Standard Operating Procedures, & Standard Test Methods

KELLOGG CO. - Packaging Engineer *Battle Creek, MI*

July 2012 - Dec 2012

- As an intern worked as lead packaging engineer to design packaging containers
- Coordinated and led plant test trials for qualification of materials and finished product
- Supported projects involving retail and alternate channel package development, improved package designs, research, supply chain initiatives and cost savings projects

JOSH OWEN LLC - Industrial Designer *Pittsford, NY*

Mar 2012 - May 2012

- As an intern assisted in ideation and presentation of brand extensions for Kontextür, Areaware, and Corning Museum of Glass
- Supported the design for Kontextür's exhibit to be presented during Design Week at New York City's Wanted Design

DESIGN TOOLKIT

InVision
Sketch
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Microsoft Office
Axure
Fusion 360
Modo
SolidWorks
Autodesk Inventor

DESIGN SKILLS

User Interface Design
Wireframing
Prototyping
User Research
Agile/Scrum
A/B Testing
Persona Creation
Usability Testing

EDUCATION

BACHELOR OF FINE ARTS

Rochester Institute of Technology

Industrial Design Emphasis
Communication Concentration
Packaging Science Minor
Mechanical Engineering Minor

MAY 2014

GPA 3.4 / 4.0

ADDITIONAL TRAINING

I DO: AGING IN THE CITY

Kowloon, HK

PENSOLE ACADEMY + NEW BALANCE

Lawrence, MA

WORLD DESIGN SUMMER CAMP

Hong Kong, HK

HOBBIES

Snowboarding
Camping
Soccer
Hurling
Rock Climbing
Figure Drawing
Photography