



# Marcelo Perez

UI/UX Designer



## Contact

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## About

I am a UI/UX designer with more than ten years of experience working in various dynamic and collaborative environments. Detail oriented and open minded to tackle various kind of design challenges. Experienced in Typography, Iconography, UI/UX for mobile and web.



## Experience

- DEC 2014  
CURRENT

● **UI/UX lead designer @Kaizen PLATFORM (Japan)**  
Responsible for the UI and Interaction design for the Kaizen Platform optimization app, as well as Kaizen's branding logo and identity components. Conducted detail user research on user based to improve the current product .
- SEP 2012  
OCT 2014

● **UI/UX lead designer @GREE (Japan)**  
Ideation and crafting of new products and innovations within the Platform team. Task included designing the current GREE/SNS app UI and iconography, to the new communication applications UX/UI for Android/iOS (Tellit) working closely with team of designers in Tokyo and Amsterdam.
- SEP 2011  
SEP 2012

● **UI/UX designer @D-Labs (San Francisco, CA)**  
I have worked on Dabble, a location-base social app for iPhone and Android. Conducted user research on different demographics, working with teams of developers based in BS, Argentina and product owners in San Francisco, SoMA.
- OCT 2010  
SEP 2011

● **UI/UX designer @Ask (Oakland, CA)**  
Focusing on improving Ask.com UX for retention and registration channels. Advancing Ask.com mobile services designing companion apps for Android and iOS, collaterals include custom iconographic set.
- DEC 2001  
SEP 2008

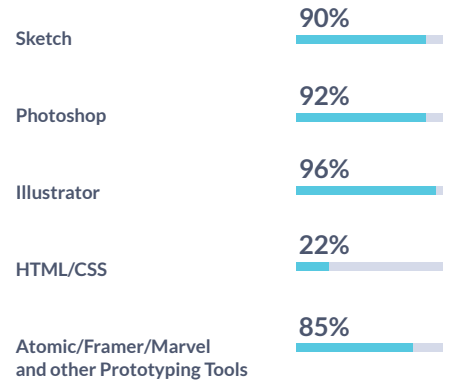
● **Sr. Designer @YAHOO (Sunnyvale, CA)**  
Working on the Front Page Team at Yahoo!, focused on Rich Media Front Page ad campaigns and creating new Front Page related products based on analytic data and user research.
- SEP 1999  
DEC 2001

● **Sr. Designer @Adobe (San Francisco, CA)**  
Working with strategy, products, my main task was designing and mantainign interactive product homepages and supporting marketing campaigns for for products such: Flash, Freehand, Director, etc.
- SEP 1998

● **Creator @XONETIK (San Francisco, CA)**  
XONETIK was my previous portfolio website, In 1999 XONETIK was selected by Macromedia as one of the finalist for the Interactive Portfolio category for the Macromedia User Conference UCON 99 in San Francisco, one of the first events in which Flash and Director/Shockwave based projects were given a wider coverage. XONETIK won both the Shockwave's Shocked Site of the Day and the Macromedia Site of the Day awards.



## Skills



- Trained in design techniques of color, typography, composition and illustration.
- Experienced managing teams of designers and developers within the product development process.
- Solid experience building UI for mobile and web products.
- Expertise designing Glyphs and Icons for UI.
- Comprehensive knowledge of CSS and Javascript Frameworks.
- Languages: Spanish (Native speaker), English (Professional level), Japanese (Beginner).



## Education

- 1990 - 1995 UCB, (La Paz, Bolivia) Communication Graduate
- 1991 - 1993 CEAP (Arts and Publicity Study Center) La Paz, Bolivia, Graphic Design Graduate.
- 1989 IDS, La Paz, Bolivia, Bachelor in Humanities.