Vienna, VA - (941) 400-9508 - marcelo.berta@gmail.com - UX/UI Designer

Marcelo 'Mars' Berta

www.kuality.design - www.behance.net/mars1979

Profile of Qualifications

More than 18 years of graphic, web & layout design, wireframe and prototype design, front-end development, multimedia, customer service, communication, print, project management, staff leadership, media development and sales experience.

Proficient in Sketch, Zeplin, Figma, Principle, Creative Cloud, HTML5, CSS3, SASS, LESS, JSON, mid-level JavaScript, Foundation, and Bootstrap frameworks, applying custom bootstrap styling to Vue.js, Meteor, Backbone experience, Learning React and ES6. Prefer open source technologies over proprietary in general.

Driven professional equally effective in independent and collaborative teamwork environments.

Well-organized with strong detail orientation.

Self-driven, effective team player with strengths in communication and developing interpersonal relationships.

Possess excellent planning, organization, time management and decision-making skills.

Strategically coordinate and collaborate with various professionals to maximize performance in facilitating goals and attaining operational excellence.

Fluent in both English and Spanish.

Career Track

UI/UX Designer, CenturyLink, Reston, VA, Dec 2016- Present

Currently working on UX strategy for an enterprise security solution application for both desktop and mobile. Additionally, creating the UI layout for iOS versions of the application. Looking to expand to commercial markets by Q4.

UI Designer, Startgrid Inc., San Francisco (Remote), CA - Sep 2015- Aug 2017

Work with product manager to design an intuitive interface for a product that is getting direct feedback and backing from our customers and investors
Organize design files when a static prototype is required for something like InvisionApp, this is particularly true when needing to make certain UI and interaction decisions early on without wasting time developing on bad ideas.
Collectively meet with a remote team of five people two times a week to go over our progress, and I stay up to date daily with the team via Slack

UI/UX Designer/Developer, NCQA, Washington D.C., Jan 2016- Nov 2016

Being the UX and UI Designer amongst a team of 10 that worked on a re-haul design for an accreditation program that allows customers to enroll and become and have their institutions recognized according to criteria established by the National Committee for Quality Assurance
Duties consisted mainly of taking requirements and wire framing mid-fidelity designs (not complete wireframes but also not full designs) for every section of the application while maintaining consistency among elements throughout a very large application at the requirements of 1024px for the lowest viewport size (tablet ready only).
My process consisted of working two sprints ahead of development in order to arrive at a conclusive design for the objectives of that sprint and then move on to the next sprint and code out the front-end of that design, while working on other future layout requirements.
This was a remote position requiring the coordination of several team members throughout the sprints. Having the ability to extract requirements from various members of the team, and synthesize that information to then begin on my design UX work; while continuously sharing my progress (Lo-Fi to Hi-Fi) with the team in order to keep them abreast of the status and grant the opportunity for feedback and iteration.

UI Developer, i360 Inc., Arlington, VA - 2015- 2016

I form part of a small three-person UI team with one product manager that gets his UX decisions passed on to him by the client.
My duties consist mainly of taking design mockups and coding them into the exact markup and styling while maintaining and improving large amounts of LESS code on the global application at large.
There have been times where I have had to design a new feature which I would do in Sketch and then share with the team to discuss and iterate
Daily scrum meetings and managing large amounts of tasks for each sprint.

Front-end Developer / Web App Designer, SpinSys Inc., Sterling, VA - 2014- 2015

Designed and developed the responsive marketing site, help desk site, and responsive email templates for a commercial SaaS product www.skychildcare.com.
Designed the companies first iOS app
Responsive site built without a framework using HTML5, CSS3, Sass, Compass, Gulp, JQuery, JavaScript, and other JS libraries.
Structured organized code that was version controlled using git on Beanstalk
Utilized modern techniques which included minified and concatenated CSS and JS, compression of images, and SVG graphics

Senior Consultant, Booz Allen Hamilton, McLean, VA - 2013-2014

Worked within the SIG (Strategic Innovation Group) working on web applications for the DOT, SSA, VA as well as internal projects for our team.

Responsible for constructing user interfaces(UI) after a thorough process of information architecture (IA), user experience (UX).

Built user-interfaces using HTML5, CSS3, jQuery, JavaScript frameworks (Backbone & Angular).

Presented several times to main stakeholders the results of preliminary and design stage layouts and would participate in regular SCRUM meetings to ensure a project was progressing.

Collaborated with team members to explore the best solutions for the client through regular small group meetings and coding sessions.

Vice President of UX, Webtalk, Inc., St. Petersburg, FL - 2010-2013

Cofounder of this Internet startup responsible for user experience, interface design, advertisement, branding, marketing and video graphics.
Worked on development of the wireframe and prototype of the site as well as coding some of the user-interface components using HTML5, CSS3, jQuery, and JavaScript.
Most of the day-to-day tasks revolved around building new user interface components for entire sections of the site based on preliminary objections, user feedback, wireframes and other UX considerations that were in line with business goals that we aimed to accomplish.

Vienna, VA - (941) 400-9508 - marcelo.berta@gmail.com - UX/UI Designer

Web Design & Front-end Developer, Kuality Design LLC, Fairfax, VA
Graphic Designer & Print Designer - 2002-2012

Completely designed and built sites for small and large businesses using HTML5, CSS3, Sass, jQuery, JavaScript, Responsive Design using Bootstrap and Foundation5, utilizing regular version controlled processes.
Freelancer producing layouts and adversiting for Two Mundos magazine, successfully increasing that publications revenue.
Developed innovative logos and advertising for various clients, including Vega Yellow Pages in both English and Spanish, achieving 95% successful feedback rating and ensuring significant repeat business.

Senior Graphic Designer, ApogeeInvent.com, St. Anthony, ID - 2008-2010

Designed and coded sites using HTML/XHTML, CSS, and jQuery.
Skillfully produced web and print work such as website graphics updates and corporate flyers, as well as social network enhancements utilizing scratch, banner, traffic drivers, landing pages, email blasters and labels.

Knowledgeably instituted innovative operations and production methodologies, including Best Practices guide still in use today.

Expertly managed personal time usage due to telecommuting requirements and never missed deadlines.
Mainly serviced small & medium-sized businesses like NetAura, Arlington Consultants Group, ColdWell Banker, ReNew Jersey Project and others.

Graphic Designer, Batanga.com, Greensboro, NC - 2007-2008

Responsible for developing sales presentation test webpages for clients including Chevrolet, Colgate, Epiphone, Diageo and more.

Critical participant in production of sales book detailing radio station formats and options.

Diligently attended to traffic generation for music tour page www.batangamusictour.com and improved ticket sales by 70%.

Proficiently manufactured P2P social networking pages and succeeded in slashing management time by 60%

Vienna, VA - (941) 400-9508 - marcelo.berta@gmail.com - UX/UI Designer

Education

George Mason University, Fairfax, VA - Integrated Studies, Graphic Design, Information Technology, Internet & Multimedia Studies
Iowa State University - Graduate School Online Master of Science Degree - Human Computer Interaction (HCI) class of 2019, currently attending.