ALYCIA MARINO

UX PRODUCT DESIGN LEADER

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EXPERIENCE

VP Product Design   2022-Present
Splinterlands | Philadelphia, PA

Led a high-performing product design team comprising designers and product owners at a pioneering global Web3 blockchain crypto gaming platform startup.

- Applied user-centered design principles and extensive experience to define and optimize user onboarding for new products in the web3 space, including a whitelabel SDK and SaaS platform.
- Conducted user research sessions and orchestrated play-testing sessions to glean valuable insights and transform them into practical design solutions. Also, spearheaded cross-functional workshops to foster clarity and alignment among teams.
- Instituted a streamlined product design process, forecasting a 50% reduction in rework. Covered the entire design spectrum, from user research and product evaluation to game systems and UX design, wireframing, prototyping, and visual design throughout development and testing.
- Effectively managed design resources, timelines, and budgets to consistently meet project deliverables.
- Established an efficient design system, resulting in enhanced productivity and uniformity across the gaming platform, serving as the design foundation for the whitelabel SDK.
- Played a pivotal role in team formation and the formalization of Agile processes within cross-functional teams, yielding successful outcomes, a remarkable 40% increase in team productivity, and a substantial 30% increase in leadership alignment.
- Orchestrated the triumphant launch of a new game IP and steered the product design and creative direction of a token sale site, leading to an impressive 30% boost in product sales.

Product Designer / UX Strategist / Design Strategist   2019-2022
Vanguard | Malvern, PA

Leveraged an in-depth understanding of Vanguard's brand design guidelines and industry best practices to craft intuitive experiences through visual and experience design, ensuring that my designs consistently surpassed user expectations through rapid iteration based on research, data, and feedback.

- Provided consultative expertise to internal divisions in constructing the search product framework, meticulously optimizing and customizing UX design.
- Delivered tailored in-house design services to collaborating divisions, resulting in a marked increase in user satisfaction.
- Collaborated closely with UX peers to establish design standards with customizable elements, leading to heightened consistency and an enhanced user experience across diverse divisions.
- Presented and collaborated with the Design System team to seamlessly integrate two new UX patterns, forging partnerships with the Design Accessibility team to meet compliance standards and significantly improving accessibility and inclusivity for users.
- Played a pivotal role as a steward during training initiatives, ensuring a smooth transition in team adoption of Agile methodologies, enabling the team to be the pioneers in achieving tangible results and forging a productive partnership with Sales.

Product Design Lead / Creative Director   2010-2019
Nexxt | Wayne, PA

Oversaw a proficient design team supporting Marketing, Client Relations, and Sales teams across diverse platforms for a job recruitment site, while fostering brand awareness among an increasingly devoted client base through human-centered design processes.

- Successfully guided the product UX/UI of the SaaS product and website, resulting in an impressive 60% increase in user retention.
- Collaborated seamlessly with the development team from the initial project scope to final testing, ensuring seamless collaboration and punctual delivery.
- Managed project timelines for UX/UI deliverables, expertly guiding the engineering team through to the final product launch.
- Collaborated with Product Managers, Marketing, and Copywriters to execute nine highly effective campaign solutions, leading to elevated brand awareness and heightened customer engagement.
- Spearheaded the design of innovative products targeting job seekers and hiring managers, implementing a mobile-first approach that drove a substantial 65% increase in user acquisition and retention.
- Artfully crafted brand-appropriate graphics across various mediums, including print materials for sell sheets, trade show materials, and direct mail. Simultaneously maintained logo design, corporate sales presentations, and digital product style guidelines.
- Successfully spearheaded rebranding initiatives during the company's transition from Beyond.com to Nexxt in 2017, resulting in a noteworthy enhancement of brand positioning and customer perception.

PROFILE

Results-driven UX Product Design Leader with a proven 12+ year track record of transforming ideas into impactful realities. Expert in providing design direction and streamlining processes through cross-functional collaboration and innovative methodologies. A visionary systems thinker, I specialize in generating user-centric solutions with a design thinking approach, resulting in a 30% increase in product sales and a 40% boost in team productivity. My collaborative leadership style has consistently delivered scaled agile projects on time and within budget. I'm dedicated to fostering innovation and teamwork, driving tangible results that elevate user experiences and contribute to organizational success.

AREAS OF EXPERTISE

Scalable UX / UI Design
Usability & A/B Testing
Prototyping
Mentoring & Training
Research & Ideation
Innovative Product Launches
Iterative Solution Design
Stakeholder Engagement
User-Centered Design
Project Management
Marketing Enablement
Branding & Compliance
Agile Processes

SYSTEMS & TECHNOLOGIES

Figma
Sketch
Adobe Photoshop, Illustrator, InDesign
Jira, Confluence, Trello
InVision
Balsamiq
HTML + CSS
Microsoft PowerPoint / Word

TRAINING & INDUSTRY EXPERIENCE

FinTech – Vanguard
Web3, Crypto, Blockchain – Splinterlands & Invennium
Product Management by Pendo Certificate – July 2023
Product Analytics by Pendo Certificate – August 2023
Designing of Accessibility Training
Data Visualization Seminar with Dr. Steven Franconeri
Design Thinking Seminar
Speaker Series with Virtuoso
Agile Training

EDUCATION

Philadelphia University 2022
BS Graphic Design Communications

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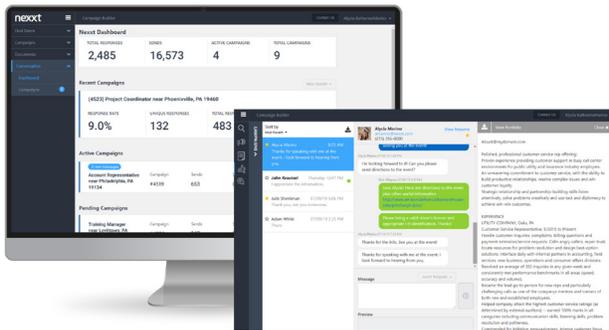alycia.marino@gmail.com

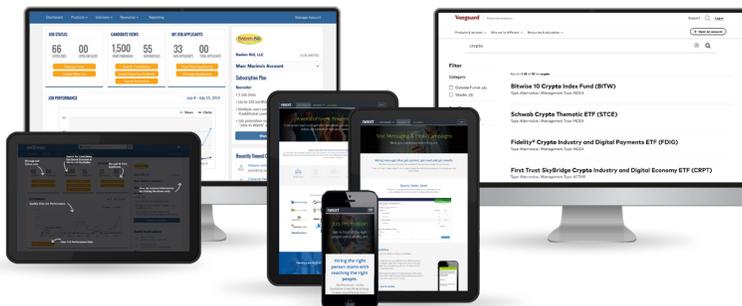linkedin.com/in/alycia-marino-b83b415/

PORTFOLIO

http://alyciamarino.com   http://alyciamarino.weebly.com

GENESIS LEAGUE GOALS →

NEXXT CAMPAIGN BUILDER →

PAST WORK →

WHAT OTHERS ARE SAYING

I had the pleasure of working closely with Alycia for six months in UX at Vanguard. Her keen attention to detail, high-quality design deliverables, openness to feedback, and exceptional ability to juggle multiple projects while fulfilling business needs would make her an asset anywhere. Her efforts laid the groundwork for a fully revamped, highly usable website search experience, though her talents for modernizing and improving UI designs extends to other contexts as well. Personable and very easy to collaborate with, Alycia would excel in any work environment.

Nareg Torosian

UX Researcher, Vanguard

Over this past year, Alycia has proven to be one of most adept and versatile leaders I've had the pleasure of working with it.

Anyone who has worked at a start-up knows how challenging it can be to bring a product to life. Between the constant changes, shifting priorities, and general chaos, finding the right direction can be trying. Alycia met these challenges head on, and through her hard work and dedication, was able to transform the product team, instilling Agile principles and a strong foundation for success.

As a leader, Alycia is calm and acts with intention. She is great at identifying team member's strengths, and she puts in the time to coach her team. She embodies what it means to be a servant leader.

Daniel Pont

HR Director, Splinterlands

During my tenure at Splinterlands I have had the opportunity to work with Alycia on key projects. As a UX product designer, Alycia was able to manage and guide the product development team to make sure that the product was not only complete but provided the necessary flows to deliver the information I needed to maintain our analytics, financial and operation information. Her ability to listen to requirements, prioritize those requirements and then integrate them into the project development life cycle was extraordinary. In my 30+ years of working with product managers, she possessed some of the finest management skills I have ever encountered.

Alycia always provided a good blend of user experience with functional data requirements. She was able to collect all of the requirements, managing both the stakeholders expectations and requirements, guiding the team assigned to the product, adjusting to critical changes in a timely fashion and delivering the product on time. Because of her ability to know when to involve outside parties to either better define a scope or work through a problem to identify a solution, she required minimal direction to achieve the goals placed upon her.

Alycia is a true asset to any team fortunate enough to have her on board. Her leadership, dedication to user-centered design, adaptability, and ability to navigate complex situations make her an exceptional colleague and professional. I wholeheartedly recommend Alycia for any position that values excellence, collaboration, and a genuine commitment to delivering outstanding user experiences.

Mark Moyer

Director of Data Services, Splinterlands