



Adriana (Nana) Marín | Creative Direction & Product Design
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EXPERIENCE

The New York Times **New York, NY** **July 2018 – Present**

Product Design Lead, Growth Team

- Provide the team with UX and product design support for short-term “quick wins” and leverage data to help plan long-term strategic tests. One of the most notable projects that I worked on was leading the testing and redesign of The New York Times purchase flow.
- Work with engineers and product management to foster an efficient and communicative team culture that helps the team establish a ship-and-learn rhythm and build momentum toward bigger goals. Create user flows, prototypes, initiated research spikes whenever pertinent and allocate time in our sprints for walkthroughs, question and review sessions with engineers.
- Partner with Audience Insights to write discussion guides, build prototypes, and conduct user testing sessions.
- Facilitate cross-functional brainstorm sessions focused on growing qualified traffic and improving conversion rate. Then use insights to help build out the team’s backlog for the year.
- Partner with design leads from various departments across The New York Times to build out the product UI guidelines in order to create consistent design patterns and implement accessibility and inclusivity best practices.

Pond5 **New York, NY** **November 2015 – July 2018**

UX/UI Design and Team Management

- Led the implementation of a user-centered, iterative design process and educated the entire company on the importance of UX Design principles.
- Executed strategic visions at the onset of projects and worked with the team to deliver on these solutions at every step of the design and development process, ensuring to seamlessly meet customer needs while also reconciling those needs with business goals.
- Directed the design of all rebranded collateral, such as the site architecture, interactions, UI guidelines, iconography, marketing landing pages, and ecommerce pages such as item pages and check out.
- Worked closely with Product, Tech, and Sales to design products for Enterprise customers. We built an Enterprise version of the website, and produced internal tools to create, track, and invoice accounts.
- Drove the creation of the customer and contributor email onboarding strategies, designs, and the testing plans.
- Communicated with stakeholders, upper management, and other departments on project statuses and team needs. Presented demos and design work to executives.
- Provided regular design feedback and guidance. Facilitated collaboration between Product Design, Tech, Marketing, Sales, and Content team members.
- Led and mentored the Design, Copy, and Product Management teams. Facilitated workshops and working sessions.
- Managed project timelines, scope and team allocation of the user experience team. Implemented processes, tools, and methods to optimize team productivity and to allow for a higher level of innovation.

Shutterstock **New York, NY** **January 2011 – October 2015**

Design Direction

- Worked closely across teams to define Shutterstock’s branded guidelines and ensure that thoughtful and functional design/messaging resonated throughout the site design and all external communications.
- Introduced a user experience focused design process to the Marketing Design team work flow by facilitating cross-functional collaboration with the UX Design team on research, user testing, wireframing and prototyping, and helped unify UI guidelines and site layout styles.



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EXPERIENCE

Shutterstock (Continued)

New York, NY

January 2011 – October 2015

Design Direction

- Leveraged user research to help inform the creation of responsive designs that worked across multiple platforms. Partnered with Marketing, Design, and Product Teams to execute A/B and multivariate design experiments.
- Led the design of global brand campaigns, advocated brand integrity and consistency throughout online and offline touch-points such as on-site, mobile, landing pages, micro-sites, banner ads, conversion marketing, emails, print ads, advertorials, editorial, event design, and out of home advertising.
- Design direction, day-to-day mentorship, and management of Design Team which included: 3 designers, 3 design interns, 3 developers, 5 copywriters (English, Spanish, Brazilian Portuguese, French, and German).
- Spearheaded the monthly Designer Passport tutorial blog series and art directed each project and tutorial. I worked closely with 15 artists and designers worldwide.

Stanley Black & Decker

New York, NY

2010 – 2012

Art Direction, Design, Photo Retouching, and Digital Illustration

- Directed and managed a team of four designers, one photographer, and managed client services
- Designed sales brochures, digitally illustrated products for tool manuals, and retouched product photos
- Assisted in the launch of the Black & Decker Linea Pro (Pro Line) in South America. Designed packages, product manuals, and sales sheets in English, Spanish and Portuguese.

PG Creative Agency

Miami, FL

2007 – 2010

Graphic Design and Photo Retouching

Designed a variety of promotional collateral for several clients such as Florida Department of Health, Stanley Black & Decker, DeWalt, Porter Cable, Wellmax Medical Centers, Dade Paper, and Noble Construction.

Beyond Photography/Design Agency **Miami Beach, FL**

2006 – 2007

Graphic Design, Photo Retouching, Event Coordination

Assisted in the year-long daily photo documentary art book project, I love Miami 365. Designed I love Miami 365 project specific collateral, coordinated events and gallery exhibitions. Also assisted in photo shoots, retouched images, and designed promotional materials.

EDUCATION

Yale School of Management, July 2019 **Business Perspectives for Creative Leaders**

General Assembly, July-October 2015 **User Experience Design Intensive**

School of Visual Arts, 2013-2014 **HTML and CSS**

MIU of Art & Design, 2003 – 2007 **Bachelor of Fine Arts in Graphic Design**

Skills

Proficient in all industry standard tools: Adobe Creative Suite, Figma, Sketch, Invision, ProCreate, Framer, Zeplin, Coda, Office, Keynote, Balsamiq, etc.

Native English and Spanish speaker, and currently learning Portuguese.

References upon request. Thank you for your time!