



Adriana (Nana) Marín | Strategy, Creative Direction, Product Design
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EXPERIENCE

Director, Creative Strategy

The College Board

New York, NY

April 2020 – Present

Translate a new business strategy into a product strategy for a program which aims to connect students to higher educational institutions in more meaningful ways. Lead a cross-functional team (engineering, product owners, product and visual design, marketing, content, editorial, research, sales) through the process of transforming the product strategy into a fully functional product to bring to market. Identify short, mid, and long term goals. Work across teams to define an optimal distribution strategy that will drive successful product launches and adoption.

Negotiate and advocate for end users within a department that is new to product design and user centered principles. Effectively communicate thinking behind our approach in ways that are succinct and tailored to the presentation audience. Help bridge the gap among teams and cultivate collaboration and alignment.

Concept and prototype early product designs and foster the practice of iteratively testing and validating. Champion market research by leading user interview sessions with representatives from higher ed institutions and conducting competitive/comparative landscape analyses.

Work with the Executive Director of Brand Experience on the overall strategy for how the College Board products fit together and meet goals. Review and ideate on a connected ecosystem.

Mentor designers on effective methods for visualizing concepts and presenting to stakeholders. Work with teams to ensure the implementation of design consistency and best practices.

Product Design Lead, Growth Team

The New York Times

New York, NY

July 2018 – April 2020

Provided the team with strategy, UX, and product design support for short-term “quick wins” and leveraged data to help plan long-term critical tests. Some of the most notable projects that I led were the testing and redesign of The New York Times purchase experience, the redesign of the core subscription landing pages, and unifying account authentication flows.

Worked closely with engineers and product management to foster an efficient and communicative team culture that helped the team establish a ship-and-learn rhythm and build momentum toward bigger goals. Created user flows, prototypes, initiated research spikes whenever pertinent, and allocated time in our sprints for walkthroughs, question and review sessions with engineers. Partnered with Audience Insights to write discussion guides, build prototypes, and conduct user testing sessions.

Facilitated cross-functional brainstorm sessions focused on growing qualified traffic and improving conversion rate. Then use insights to help enhance planning/roadmapping and build out the team’s backlog.

Partnered 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.

UX/UI Design and Team Management

Pond5

New York, NY

November 2015 – July 2018

Led the implementation of a user-centered, iterative design process and educated the entire company on the importance of UX Design principles. Presented demos and design work to executives. Managed project timelines, scope and team allocation of the user experience team. Implemented processes, tools, and methods to optimize productivity and to usher in a higher level of innovation.

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, ecommerce pages, email onboarding strategy.

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.

Led and mentored the Design, Copy, and Product Management teams. Facilitated workshops and working sessions.



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EXPERIENCE

Design Direction

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

Partnered with Marketing, Design, and Product Teams to execute A/B and multivariate design experiments and build a test and learn environment.

Led the design of global brand campaigns, advocated brand integrity and consistency throughout online and offline touch-points such as responsive landing pages, micro-sites, banner ads, emails, and print ads, advertorials, event design, and outdoor 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.

Art Direction, Design, Photo Retouching, and Digital Illustration

Stanley Black & Decker **New York, NY** **2010 – 2012**

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.

Graphic Design and Photo Retouching

PG Creative Agency **Miami, FL** **2007 – 2010**

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.

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

Miami International University 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.

References upon request. Thank you for your time.