

# EMILY MARCOM

## PRODUCT DESIGNER

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## SKILLS

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Icon Design  
Illustration  
Information Architecture  
Interaction Design  
Project Management  
Usability Testing  
User Research  
Visual Design

### PROGRAMS

Abstract  
Adobe Creative Suite  
Axure  
InVision, Design Studio  
Jira  
Miro  
Mural  
Sketch  
UserZoom  
Zeplin

## EDUCATION

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**B.F.A. ART & DESIGN**  
UNIVERSITY OF TEXAS  
Austin, Texas

**ANIMATION & STORYBOARDING**  
CENTRAL ST. MARTINS,  
UNIVERSITY OF THE ARTS LONDON  
London, United Kingdom

**DESIGN THINKING, WIREFRAMING,  
PROTOTYPING, WEB STANDARDS**  
AUSTIN COMMUNITY COLLEGE  
Austin, Texas

**USER EXPERIENCE IMMERSIVE**  
GENERAL ASSEMBLY  
Austin, Texas

## EXPERIENCE

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### SENIOR PRODUCT DESIGNER

AIG (Life & Retirement Products), 2018 - Present

- Sketch using traditional & virtual tools to ideate quickly and communicate concepts; deliver wireframes and comps for demo acceptance; utilize Scrum practices and Design Sprints to effectively reach goals in an agile environment
- Contribute to Design System to maintain a cohesive consumer experience; introduced visual hardening process into sprint cycle
- Educate, guide, and align stakeholders through design process; mentor and onboard new team members
- Collaborated with J.P. Morgan Chase on new retirement product

### UX & VISUAL DESIGNER

OpenStax, Rice University, 2017-2018

- Designed and maintained wireframes and specifications for education courseware and marketing website
- Communicated scenarios, end-to-end experiences and screen designs to product team via whiteboard sketches and prototypes
- Conducted interviews and usability testing to gain user insight and inform design decisions

### UX/UI DESIGNER

HotSchedules, 2017

- Collaborated with design team to execute and deliver high fidelity wireframes, workflow, and next-generation prototype in an agile environment. Iterated on design to help refine user experience

### TEAM LEAD, SPECIAL PRODUCTS DESIGN

GateHouse Media, 2014-2017

- Defined style guides for new products, created consistent hierarchy and navigation and increased efficiency through improved workflow and processes
- Received Headliner Award for Creativity and Innovation

## PROJECTS

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### SPARK: DESIGN THINKING WORKSHOP AT AIG

- Created brand and website design; assistant facilitator in teaching Design Thinking process to class of 55

### AIG HACKATHON SPONSORED BY SLALOM & AWS

- Awarded 1st place for social media finance web application; collaborated with 4 developers and 1 business analyst