ML

Hi! I'm Marc. A passionate designer who solves digital dilemmas through research, user data and iterative design.

e: sayhello@marclaurente.com
w: marclaurente.com
Please contact me for the portfolio password

Experience

Cars.com • Product designer
July 2021 - Present • Remote

• Led design of the "Sell Your Car Privately" project from inception to completion, working closely with engineering, UX research, and stakeholders. Web responsive version of the project launched on March 31, 2022. 400-500 new listings are created daily on average. Currently working on the native app version (iOS and Android).
• Updated the admin tool to manage private listing
• Advocates for user testing and getting constant user feedback

Benjamin Moore • UX and Product designer
April 2021 - July 2021 • Remote

• Worked closely with product managers and engineers to achieve company initiatives. Some projects I'm proud of include improving and redesigning the homepage, store locator and redesigning the look and flow of customer chat.
• Took the initiative to improve the organization's component library and advocated to include presenting user research in the design process
• Mentored other designers and co-workers on how to best utilize Figma

Wyndham Destinations • Senior UX designer
April 2019 - April 2021 • Parsipanny, NJ - Remote

• Led design projects from inception to completion. I worked closely with product managers and engineers in shipping items on time. One of the projects I am proud of is redesigning the Club Wyndham checkout funnel, which led to 24% increase in e-commerce conversion rate.
• I was part of the core team that created the company's first design system.
• Mentored and on-boarded junior designers

IMC • Digital UX/UI designer
September 2017 - July 2018 • Holmdel, NJ

• Led design projects and collaborated with copywriters, account managers and engineers for my two main accounts: Thermo Fischer Scientific and GAF.

Costello Creative Group • Digital designer
October 2014 - April 2017 • Woodbridge, NJ

• Led various design projects such as landing pages, digital mockups, email marketing, website for various companies.

Apple Inc. • Creative
September 2005 - October 2015 • Short Hills, NJ

• Trained customers and co-workers on the latest Apple products.
• Facilitated various Apple workshops.

Education

General Asssembly
User Experience Design

General Assembly
HTML, CSS & Web Design

Kean University
BFA Visual Communications & Graphic Design

Skills

Design thinking
User research
User flows
Wireframing
Prototyping
Usability testing
Responsive design
Apps design
Visual design
Design systems
Quality Assurance
Photo and Video editing

Tools

Figma
Sketch
Photoshop
Illustrator
Invision
Abstract
Jira
Final Cut X