

AMBAR DE KOK-MERCADO • SENIOR PRODUCT DESIGNER

Contact & Portfolio

ambardekokmercado@gmail.com

www.ambardekokmercado.com

Software

Figma, Sketch, Adobe Creative
Suite, Zeplin, Storybook, Principle,
Shopify, Vend, Square, Mailchimp,
Celtra, Mixpo, Sublime, Marvel, UX
Pin, InVision, Slack, IOS and Windows
proficient

Fluencies

HTML & CSS (working proficiency),
Liquid (working knowledge). Cross
functional understanding of React,
TypeScript, and emerging technologies.

Education

Memorizely Research Bootcamp
Remote. 2022.

UX Research Certificate

School of Visual Concepts
Seattle, WA. 2018-2019.
Design for Digital UI Certificate

Seattle Central Creative Academy
Seattle, WA. 2014-2016.

A.A.S. Visual & UX Design

University of Iowa

Iowa City, Iowa. 2004-2008.

B.F.A. Printmaking & Spanish
Literature

Universidad Pontificia Católica

Valparaíso, Chile. 2008.

Spanish (Sociology, History, & Lit.)

General Skills

Product Design · User Experience (UX) · User Experience Design (UED) · Interaction Design · Wireframing, mockups, and interactive prototyping · UX Research · User Interviews · Research Synthesis · User Flows · Usability Testing · Data Visualization · Data Analysis · Information Architecture · User Interface Design · Stakeholder Management · Business Strategy · Design Systems · Art Direction · Project Management · Leadership

Experience

Senior Lead Product Designer, Reify Healthcare;

Boston (Remote). Mar 2021- Dec 2022

Collaborate with cross-functional teams to create user-centered designs for clinical trial enrollment software, including data visualization and dashboard tools. Conduct user research and synthesize insights to inform design decisions and improve user experience. Create wireframes, mockups, and interactive prototypes to communicate design concepts and iterate on designs based on feedback. Design and help maintain our design system to ensure consistency and scalability across all products. Facilitate design reviews and feedback sessions with stakeholders and development teams. Led design across various initiatives, collaborating with product management, technical leads, and development to deliver research-driven customer solutions. Conducted customer discovery sessions and usability sessions, evangelizing a continuous discovery mindset. Synthesized and reported on user interviews and discovery sessions, using insights to guide design decisions. Initiated and led documentation of time-saving team onboarding processes and resources and standardized research practices and access to research resources across the organization. Managed design requests across multiple teams and mentored junior team members. Helped scale the design organization from 5 to 20 contributors, interviewing, training, and onboarding new designers.

Skills: User-centered design · Cross-functional collaboration · User research and insights synthesis · Wireframing, mockups, and interactive prototyping · Design system creation and maintenance · Design reviews and feedback sessions · Leadership and project management · Customer discovery and usability sessions · Standardized research practices and resources · Mentoring and team management · Scaling design organizations · Time-saving onboarding processes

Product Designer, Microsoft, Web Experience Collective;

Bellevue, WA. Oct 2020-Mar 2021 (Contractor via Randstad)

Led design system scaling and partner adoption for web content services (Windows Homepages, Edge, and News).

Skills: Design Systems · Project Management · Partner collaboration and management · Agile methodology · Front-end development · Scalability and flexibility in design system

Senior Visual/UX Designer, GE Healthcare; Seattle, WA. Jan 2020-Oct 2020

Collaborated with development, product owners, and designers on the Edison Design System*, a design system being developed and progressively adapted across GE software products. Conducted internal product research and external market analysis for each component contribution. Facilitated discussions around proposed component designs to gather community feedback and user input. Guided user research and evaluation of designs, as well as emerging technology, industry, and market trends. Presented designs for review to stakeholders and the larger community.*2020 Winner of a Red Dot Interface Award, Fast Company's Innovation by Design Award, DMI Design Value Award (2nd place), DMI Value Award Winner - Honorable Mention for Healthcare AI.

Skills: Design Systems · Stakeholder Management · Collaborative design and development · Presentation and communication skills · Industry and market trend analysis

Languages

Spanish (Working proficiency)
Dutch (Intermediate proficiency)
German (Novice proficiency)

Volunteering

ALUMNI PORTFOLIO REVIEW

Seattle, WA. Spring 2018 - Present
Review portfolios and provide constructive feedback and guidance of graduating design students at Seattle Centrals' Creative Academy.

HEXAGON UX - PEER MENTOR

Seattle, WA (Remote). Feb 2021 - June 2021
Paying it forward by helping early-stage designers transition/grow.

LADIES THAT UX - MENTOR

Seattle, WA (Remote). Sep 2020 - Feb 2021
Paying it forward by helping early-stage designers transition/grow.

Just For Fun

Vintage thrifting
Travel
Gardening
Cross Fit
Yoga
Bike riding
Big band salsa
GIF enthusiast

'It is not enough that we build products that function, that are understandable and usable, we also need to build products that bring joy and excitement, pleasure and fun, and yes, beauty to people's lives'

Don Norman

Product Designer, Microsoft, Bing Studios;

Bellevue, WA. Feb 2019- Jan 2020 (Contractor via TEKSystems)

Led design for responsive framework re-design of the video vertical. Daily experience participating in the full product design lifecycle. Collaborated daily with product managers and developers. Produced redlines and documentation for developer hand-off. Created low-fi prototypes to communicate designs and interactions. Presented designs to partners and upper management for review. Implemented high attention to detail, typography, and layout standards, in all designs. Integrated Bing design system into all product and feature designs.
Skills: Product Design · Responsive design · Design documentation · Prototyping · Redlining · Collaboration with product managers and developers · Presentation skills · Design system integration

Visual/UX Designer, Sinclair Digital;

(Komo News and Seattle Refined) Seattle, WA. Jun 2017-Feb 2019

Created and art-directed boardroom multimedia presentations for CFO. Visual design lead collaborating with UX team members in building our design language system for internal CMS system. Validated type ramp designs for the new CMS working alongside software engineers. Implemented QA process for premium ads which resulted in a significant decrease in sales errors. Performed initial client assessment, analysis, and led research process for large internal re-brand initiative. Produced and standardized time-saving templates for creative production.
Skills: Art direction · Visual research · Industry and market trends analysis · Design system development · Quality Assurance · Client assessment and analysis · Onboarding experience design · Client-facing presentation design · Training · Project Management · Interpersonal communication · Graphic design · Client consultation · Communication · Time management · Technical proficiency in Adobe Suite · Customer Service · Adaptability to rapidly changing requirements and client needs

Visual Designer, Amazon;

Seattle, WA. Aug 2016-Jun 2017 (Contractor via TEKSystems)

Led multi-lingual design for Amazon's CA 2016 holiday store. Led design for Amazon Professional Skin Care print ad used in 2016 American Dermatology Association print material. Cultivated positive and efficient working relationships with sales associates to ensure design goals were met under tight deadlines. Contributed design ideas in early planning stages with customers and project managers. Completed final QA assessment to ensure all deliverables adhered to brand guidelines. Leveraged production knowledge to create high-quality assets. Employed design fundamentals when selecting typography, composition, layout, and color in design work. Developed high-quality print materials including brochures, catalogs, and ads for Amazon Student and Amazon Home.
Skills: Design Leadership · Multilingual design · Print design · Relationship building and management · Time management · Collaboration and teamwork · Creative problem-solving · Attention to detail and quality assurance · Brand adherence · Production knowledge · Typography and layout · Color theory · Brochure and catalog design · Advertising design

Graphic Designer & Management, Salua Lingerie;

Seattle, WA. Sep 2014-Aug 2016

Refined the brand's look, coordinated website updates, managed inventory, troubleshooted digital products, and cultivated customer relationships. I also audited the website, implemented a uniform type scale, created image files, and designed print and digital collateral.
Skills: Graphic Design · Branding · Website management · Inventory management · Troubleshooting · Customer relationship management · Website auditing · Print design · Digital design · File management · Attention to detail