



hi, my name is mara

UX DESIGNER WITH EXPERIENCE IN APPAREL DESIGN

www.maraticzon.com

maraticzon@pm.me

917-985-1911

MY STORY

UX DESIGN | 2020

- I supported myself for a year and designed my own curriculum to build my knowledge base. Doing this narrowed my career choice to UX Design and not UX Research
- 40 UX certificates completed on LinkedIn Learning
- Networked with industry members to gain insight
- Selected for Beginex, a UX accelerator

EXTRAORDINARY ABILITY STATUS

- Achieved Extraordinary Ability Visa via sponsorship (O1-B), Extraordinary Ability Visa via self-petition (EB-1A), and Extraordinary Ability Green card (E16), all within a year and a half | 2015 - 2016
- Extraordinary ability means “a level of expertise indicating that the individual is one of that small percentage who have risen to the very top of the field of endeavor.”

RHODE ISLAND SCHOOL OF DESIGN

- BFA in Apparel Design | 2010 - 2014
- Produced a compelling Senior Thesis inspired by, and based on the concept of “Curiosity.”
- Patricia Smith Scholarship | 2010 - 2014
- Textron Fellowship | 2013 - 2014

Internships | 2011 - 2014

- Eloquii, Diesel, Ariela-Alpha, Aeropostale, Marcia Patmos

YOUNGER YEARS

- Attended St. Mary’s School Ascot in England. It was here that I discovered I could draw.
- Skipped 2 years at international school in the Philippines doing the most rigorous high school course in the world; International Baccalaureate.

UX CONSULTANT

Actionaly | Nov 2020 - Mar 2021

- Designed an intuitive scheduler tool that allows school admins to automate repetitive processes.
- This is scheduled for production in Fall 2021.
- Led design process from research to developer hand-off.
- Work comprised of conducting interviews, building site maps, wireflows and prototypes, and multiple design iterations.

NY FASHION

How my fashion background is valuable to the UX industry

- I understand the importance of user feedback and the role it plays in design decision-making and shaping the product
- The similarity in software between Apparel and UX has prepared me to do any UX CADs. At Pink, I worked as a CAD Designer for the fastest and most efficient team I have ever encountered in the industry. I did 40+ sketches and decks on a daily basis.
- I left PINK with a deep appreciation for efficient design systems which I implemented at each company I worked for thereafter.
- At each apparel company I optimized design systems and workflows for greater efficiency and flexibility. At Michael Kors, I achieved a 36% increase in orders, and at PVH I started with 2 accounts and ended with 8. I achieved 95-99% adoption rates.
- I am client-facing and understand the importance of finding a middle ground that satisfies both parties.

HOW I GOT TO RISD? WHY RISD?

- High school did not offer Art and Design so I found an artist named Riel Hilario, and asked him to mentor me as I built my portfolio for college.
- Was offered up to \$15,000 in college scholarships.
- I chose RISD because they offer the most well-rounded and rigorous design degree.

“I am driven by what excites me. I am motivated by self-actualization and the desire to push for that extra mile. I aim to stay curious and approach each day as if it was Day 1.”