

Mariana Marquez

Systems Designer | Agentic Product Builder

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SUMMARY

I design SaaS products that millions of people actually use. I approach every challenge as an opportunity to prove that design is all around us and must be crafted with profound purpose and impact. My work has been recognized through speaking engagements at key industry events, including TechSuyo, Stanford and Digital Garage US.

KEY HIGHLIGHTS

- **94–98% sign-in success rate** through the Company Selector — a cross-platform identity flow that lets users switch between companies on sign-in, designed to achieve web parity across 4 native apps simultaneously.
- **90 ITC care contacts reduced** — support burden cut by redesigning the Client to Accountant invite acceptance flow, eliminating the #1 friction point for mid-market accounting firms managing dozens of client invitations at once.
- **+2.4 pts invite acceptance rate lift (77.9% → 80.3%)** — achieved through Invite by Firm ID, a new onboarding flow allowing QuickBooks clients to invite accounting firms using just a Firm ID instead of email — faster, more secure, and publicly praised by a QBO accountant on Meta.
- **8% month-over-month product growth (BMO)** — driven by bringing Buy Now Pay Later from web to mobile, generating 167K+ new payment plans as customers preferred the mobile experience for splitting larger purchases.

WORK HISTORY

UX Designer

Intuit — Mountain View, CA (Hybrid)

December 2024 – June 2026

- **Designed a cross-platform company switcher that propagated decisions across 4 apps; Workforce, QuickBooks Mobile, GoPayment.** Navigated complex theming and native auth constraints. Partnered with mobile developers from ideation through launch to achieve web parity and a unified codebase. Impact: **94–98% sign-in success rate.**
- **Lead designer on a 10 person cross-functional team for the IES Invitation Hub.** Designed the batch invite acceptance flow that lets enterprise accountants accept dozens of client invitations at once — the previous workflow was the #1 friction point

for mid-market firms. Partnered with PM, frontend, backend, Data Science, Marketing, and Legal. I led the team's decision to migrate from DataGrid to a Table component, unblocking the team 3 weeks before code complete.

- **Drove a +2.4 pt lift in invite acceptance rate. Shipped Invite by Firm ID (preferred method of invitation) from 0% to 100% production.** Designed a new way for QuickBooks clients to invite accounting firms into their books using just a Firm ID instead of email — faster and more secure. A QBO accountant publicly praised the feature on Meta for streamlining client onboarding.
- **Championed a performance and loading strategy** to scale the company selector for mid-market customers in Intuit Enterprise Suite. Solved for edge cases involving 1,000+ entities without degrading the sign-in experience.
- **Spearheaded the unified business profile in QuickBooks.** Redesigned the screen where small business owners enter and update their company information so data stays consistent across Payroll, Payments, and tax products — eliminating redundant data entry across 4 surfaces. **80.2% of profiles now successfully sync, with ~5K updates** per month. Built on the Intuit Design System with global market support.

Product Designer

Oliver Agency (Protective Insurance) — Remote

June – October 2024

- **Led a co-branded financial-advisor website with Charles Schwab** — a tailored experience that lets Schwab advisors explore, quote, and recommend Protective's life insurance and annuity products to their clients without leaving the Schwab ecosystem.
- **Drove a comprehensive public-site redesign for Protective Life Insurance,** restructuring the experience around three pillars: usability, usefulness, and visual design — raising craft quality across every deliverable.

Product Designer

Bank of Montreal (BMO) — Toronto, Canada

October 2022 – May 2024

- **Brought BMO's Buy Now Pay Later product from web to mobile** during a simultaneous BMO Online Banking app revamp. Adoption grew 8% month-over-month, generating 167K+ new payment plans — customers preferred the mobile flow over web for splitting larger purchases..
- **Boosted BMO Invest App downloads by 3,000 within 3 months of launch** by designing a Single Sign On experience that enabled seamless cross-app jump to BMO Invest app without reauthenticating. Drove 3,000 incremental app downloads in 3 months and 147,000 new feature interactions across the two apps.

UX/UI Designer

Alayacare — Toronto, Canada

July 2021 – August 2022

- **Led the design of the HIPAA-compliant Family Portal app (iOS & Android)** — giving clients and authorized family members a single place to view scheduled home-care visits, track medications, access clinical documentation, complete self-assessments, and pay invoices.
- **Designed a HIPAA-compliant Secure Messaging feature (web + mobile)** so home-care teams could message clients and each other in real time, with group chat, read receipts, file sharing, and push notifications.

UX/UI Designer

TasteGuru (Startup) — Toronto, Canada

August – November 2020

- Led the end-to-end redesign of a B2B Trend Prediction Platform and its Shopify extension widget for CPG brands — helping merchants spot emerging product trends and surface them in their stores.

UX/UI Designer

Matchii (Startup) — Toronto, Canada

May – September 2020

- Lead designer for a recruitment platform that matched applicants to roles based on skills, personality, and culture fit. Owned every design surface: end-to-end product flows, the public-facing website used to secure seed funding, and investor pitch decks that communicated the product vision.

UX/UI Designer Intern

Region of Waterloo — Toronto, Canada

January – April 2020

- Redesigned the City of Waterloo's "Report a Problem" experience — the public web flow residents use to file bylaw complaints and city service issues. Introduced real-time submission tracking so people could follow their report from intake to resolution, reducing ambiguity in civic transparency.

LEADERSHIP AND COMMUNITY EXPERIENCE

Speaker, TechSuyo Member Meetup at Stanford University

Palo Alto, CA

May 2026

Brand Manager & Host, BeingPeruvian

San Francisco, CA

March 2026 – Present

Partnering with the founder to produce high-impact video content, leveraging visual storytelling to strengthen brand identity and audience connection. Spearheading the creative direction and end-to-end execution of "La Hora del Lonchesito," a community-focused cultural event series.

Member, Monday Girl

San Francisco, CA

Aug 2022 – Present

Member & Speaker, TechSuyo

Mountain View, CA

August 2025 – Present

Contribute to the professional development of the Peruvian tech community by sharing best practices in product design and AI. I also engage in high-level networking and knowledge exchange regarding emerging technologies and innovation trends within the LATAM tech ecosystem.

EDUCATION

B.A. User Experience Design

Wilfrid Laurier University, Waterloo, Canada

TECH STACK

Design: UX design, UI design, interaction design, UX writing, prototyping, wireframing, user flows, visual design, accessibility, mobile & web design, workshop facilitation.

Research: User interviews, usability testing, survey design, personas, journey mapping, qualitative & quantitative research, data analysis, AB testing, content strategy.

Enterprise & Product: Workflow design, systems thinking, data-heavy interfaces, multi-product platforms, roadmap planning, stakeholder management, competitive analysis

AI Tools: Lovable, Figma Make, Builder, Cursor, Claude, ClaudeCode, Claude Design, ChatGPT, Copilot, NotebookLM and AI-powered workflows.

Design Systems: Component libraries, documentation, scalability

Tools: Figma, Adobe Creative Suite, Miro, Mural, Jira, Confluence, AI, and UserTesting.com.

Technical: Familiarity with HTML, CSS

Languages: English, Spanish