Mariana Marquez
Senior Product Designer
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Eligible to work in the US and Canada
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WORK HISTORY

UX Designer II at Intuit — Mountain View, CA (Hybrid) December 2024 – June 2026

- **Reached a 94–98% sign-in success rate** with a cross-platform company switcher shipped across 4 apps (Workforce, QuickBooks Mobile, GoPayment), working with mobile developers from ideation to launch to reach web parity.
- **Lifted invite acceptance 2.4 pts (77.9% → 80.3%)** by designing Invite by Firm ID and taking it from 0% to 100% of production; a QBO accountant praised it publicly.
- **Led design on a 10-person cross-functional team** (PM, engineering, Data Science, Marketing, Legal) for the IES Invitation Hub; the batch-accept flow removed the #1 friction point for mid-market firms. Led the DataGrid-to-Table component migration, unblocking the team 3 weeks before code complete.
- Redesigned the unified business profile on the Intuit Design System with global market support: 80.2% of profiles sync, ~5K updates per month, and redundant data entry removed across 4 apps.

Lead Designer at 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.

Lead Designer at Bank of Montreal (BMO) — Toronto, Canada — October 2022 – May 2024

- Grew Buy Now Pay Later adoption 8% month over month (167K+ new payment plans) by bringing it from web to mobile during the BMO Online Banking app revamp.
- Drove 3,000 incremental BMO Invest downloads in 3 months and 147,000 new feature interactions with a Single Sign On experience that removed reauthentication.

UX/UI Designer at 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.

Earlier roles — Toronto, Canada 2020
- UI Designer, TasteGuru: redesigned a B2B trend-prediction platform and its Shopify widget. Founding Designer, Matchii: owned product flows and the public website used to secure seed funding. UX/UI Intern, Region of Waterloo: redesigned the public "Report a Problem" site with real-time submission tracking.

LEADERSHIP AND COMMUNITY

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: Figma, wireframing, prototyping, interaction design, visual design, responsive web and mobile, information architecture, accessibility, UX writing

Systems and front end: Design system components and documentation, HTML and CSS familiarity

Research and optimization: Usability testing, user interviews, A/B testing, qualitative and quantitative analysis, journey mapping

AI workflows: Claude, Claude Code, Lovable, Figma Make, Cursor, Builder, ChatGPT, NotebookLM

Collaboration: Stakeholder management, cross-functional leadership, workshop facilitation