Marcel Cenic

UX/UI Designer

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Profile

With almost ten years of experience across a broad spectrum of design disciplines - including UX, UI, Branding, Copywriting, and Graphic Design - my career is marked by a commitment to crafting visually appealing, highly functional, and user-centric interfaces. My extensive background positions me as a versatile designer capable of bringing creative and effective solutions to the table.

Professional Experience

Freelance Designer

2024 – present | Toronto, Canada

- Conducted client consultations to understand their needs and deliver successful solutions.
- Delivered visually engaging interfaces and graphic designs to communicate brand messages and enhance user experiences.

UX/UI Designer, *Fulfillment IQ* ⧉

2021 – 2024 | Toronto, Canada

- Simultaneously managed multiple projects through all stages of the design process and continued support of projects.
- Collaborated closely with the development team to ensure seamless integration of design elements and minimal bugs.
- Prioritized UX design principles and applied design thinking methodologies to optimize user interactions, solve complex problems, and deliver higher conversion rates.

Project Manager (Contract), *Lauft* ⧉

2020 – 2020 | Toronto, Canada

- Worked closely with the CEO to conduct a full app redesign to create a professional and confident brand and achieve higher user engagement rates.
- Ensured future updates would be easily implemented by non-designers after completing my contract.

Designer/ Product Support Specialist, *Ocado Intelligent Automation* ⧉

2017 – 2020 | Toronto, Canada

- Collaborated with cross-functional teams to craft user-friendly products aligned with client needs.
- Leveraged user feedback to pinpoint improvement areas, guiding future product enhancements.
- Facilitated onsite and remote user training sessions to boost understanding and utilization of products.

Education

UX/UI & Product Branding Design Bootcamp,
General Assembly (Formerly Bitmaker Labs)
Toronto, Canada

- 10 week, 400hr specialized program

Advanced Diploma (Advertising Major),
George Brown College
Toronto, Canada

Skills

Software
Figma
Adobe XD
Jira
Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe Lightroom

Hard Skills
Branding
Wireframing
Prototyping
Interaction Design
Responsive Design

Soft Skills
User-centered design thinking
Feedback Intergration
Time Management
Problem-solving
Collaboration
Critical Thinking