

# 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), *Laufit*

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