

Mariana Marquez Keymolen

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EXPERIENCE

Lead UX Designer, contract

televeda | Mar 2024– Present

- Conducted expert interviews with stakeholder organizations and psychiatrist
- Developed UX from their very first virtual support circle to signing up for recurring events specifically for Native Veterans

Lead UX Designer

kegg, Medical Device company | June 2023 – January 2024

- Designed new kegg app from tracking cycle data to goal switching between “trying to conceive”, “tracking my cycle” and “pregnancy”
- Created new “pregnancy mode” which included 1 full year of postpartum insights for both mother & child
- Improved new user experience via onboarding questions
- Improved readability of kegg medical device data through clear chart axis and visuals and revised messaging

Product Manager

ZIBRIO, Medical Device Startup | June 2022 – Present

- Designed interactive demo exhibit and instruction materials and facilitated customer rollout in innovation centers nationwide, 300% increase in orders
- Solicited customer feedback for product refinement and prepared reports on usage and insights
- Led mobile app product strategy and spearheaded subscription launch

User Experience and QA Tester

ZIBRIO, Medical Device Startup | Aug 2021– May 2022

- Worked closely with engineers in agile development process for mobile app and connected medical device
- Analyzed data to improve the UI/UX of the mobile app
- Designed and executed usability testing for medical software
- Launched release of medical software with a clinical practice with 5 staff users
- Designed creative and website landing pages for targeted marketing campaigns on web, social media and print
- Tested the balance of 1000+ senior athletes at the 2022 National Senior Games, Ft. Lauderdale

Industrial Designer

Gembah | July 2021 – Aug 2022

- Collected market research and identified product opportunities
- Developed client’s rough ideas into functional prototypes
- Created concepts to final designs for clients in various industries, including beauty, soft goods, pet and camping
- Collaborated with mechanical engineers and soft good designers for technical specs
- Communicated with manufacturer to ensure feasibility and client’s preferred price point

Social Media Manager

FemTech Focus | April 2020 – Sep 2022

- Founding team member and assistant for leading femtech podcast

EDUCATION

University of Houston

Industrial Design

2017-2021

ACHIEVEMENTS

2023 IDSA Recognition Award

2021 IDSA HTX Events Lead

2021 Undergraduate Student Merit Award Finalist

2020 FemTech Focus Honoree -

“Leaders in Health Equity”

2020 Women in Femtech - by Women of Wearables

TOOLS

Adobe Suite

Tableau

Figma

Gitlab

Respondent

Asana

Miro

Google Suite

Sketchbook

Solidworks

Keyshot