

# Mari Calderon Acon

UX/UI Designer | 5+ years of experience

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## Experience

### Publicis Groupe (Stellantis)

UX Designer | Apr 2024 – Present

- **Own UI and interaction design for Stellantis' first LLM-powered conversational assistant** (Ask Chrysler), shaping interaction patterns, motion, and UI structure to simplify complex vehicle research and guide users through the purchase journey.
- **Lead an account-wide migration from Adobe XD to Figma across 10+ brands**, consolidating fragmented libraries into two token-based, centralised design libraries and reducing cross-brand design effort from ~1 week to ~30 minutes while improving design-development alignment
- **Initiate and deliver complex UX/UI projects across the Stellantis web platform**, conducting UX audits and research to inform full-page redesigns for core journeys such as navigation and shopping tools.
- **Drive cross-team collaboration and client alignment**, translating research insights, client requirements, and business objectives into clear design proposals.
- **Manage two junior UX designers**, supporting their development through regular 1:1s, goal-setting, and tailored development plans.

Creative Designer | Nov 2022 – Apr 2024

- **Enhanced and evolved the Stellantis Web design system** through component-level UI improvements informed by competitive analysis and user research.
- **Delivered responsive, accessible UI solutions** through wireframes, mockups, interactive prototypes, and detailed annotations, collaborating closely with developers to ensure a smooth handoff and high-quality implementation.

### IBM

Visual Designer | Mar 2021 – Nov 2022

- **Redesigned 5 legacy internal learning platforms** as the sole designer on a cross-functional team, owning UX and UI design from discovery through high-fidelity execution, and ensuring alignment with the IBM Carbon Design System.
- **Facilitated 10+ Design Thinking workshops** and conducted user interviews and surveys to identify pain points, prioritise requirements, and secure stakeholder alignment for large-scale platform redesigns.

### Freelance

Web Designer | Aug 2020 – Mar 2021

- **Designed and launched custom websites for small businesses**, partnering directly with clients to define information architecture, content strategy, branding, and visual direction.
- **Owned the full website lifecycle from UX/UI design to development and launch** (primarily in Wix, with WordPress handoff when required), and trained clients to maintain and update their sites independently.

### NYU Abu Dhabi

Web Designer & Developer | Feb 2020 – Aug 2020

- **Executed the full UX/UI redesign and front-end development** of the NYU Abu Dhabi Interactive Media program website, rebuilding the experience to improve structure, clarity, and responsiveness.
- Conducted research, information architecture redesign, and usability testing, translating insights into user flows, high-fidelity mockups, and a cohesive UI system, and **implemented the final site using HTML, CSS, and Handlebars.js**.

## About

UX/UI Designer with 5+ years of experience designing scalable, user-centred digital products across enterprise and consumer platforms. Experienced in design systems, AI-powered interfaces, and complex web platforms. Strong collaborator with product, engineering, and stakeholders, with experience managing junior designers and driving accessible, high-quality user experiences.

## Skills

### Tools

Figma, Figjam  
Adobe Creative Suite (Adobe XD, Photoshop, Illustrator, InDesign)  
Miro, Mural

### Design & Research

Wireframing  
Prototyping  
Design Systems  
Accessible Web Design  
Responsive Web Design  
User Research  
Usability Testing

### Soft Skills

Leadership & Mentorship  
Stakeholder Management  
Cross-functional Teamwork

### Front-End

HTML5, CSS3, JavaScript

## Education

**B.A. Interactive Media** | May 2020  
New York University Abu Dhabi  
Summa Cum Laude

## Languages

English (Fluent, C2)  
Spanish (Native)  
Mandarin (Intermediate, B1)