Marcos Rios

UX/UI and Product Designer

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I'm a UX/UI and Product Designer with six years of experience across web and mobile products, including work at H-E-B and Dell. I conduct user interviews, turn insights into user flows and interface designs, and validate ideas through prototyping and usability testing. I care about making complicated things easier to understand and use, and work closely with product and engineering through implementation. I'm bilingual in English and Spanish.

PROFESSIONAL EXPERIENCE

Freelance Product Designer | Independent 2025 - Present

- Design web and mobile products for clients, from research and audits to prototypes and final UI.
- Refine navigation, forms, and interface content based on usability testing and prototype feedback.
- Selected examples include Noah's Ark's iOS pet-reporting prototype and Lino's Pharmacy's homepage redesign to make its existing AI text-and-call assistant easier to find and use.

Product Designer | H-E-B 2022 - 2025

- Led design for customer-facing experiences and internal tools from discovery through delivery, working with product, engineering, and content design.
- Ran workshops, interviews, and usability tests to set design priorities and validate prototypes.
- Selected work included a Salesforce AI support-assistant prototype; every participant completed their assigned support tasks in prototype testing.

Product Designer | Dell 2020 - 2022

- Designed B2B e-commerce experiences across multiple product initiatives, from user interviews and flow mapping to wireframes and prototypes.
- Prepared engineering handoffs with specifications and interaction details, and gave design feedback during implementation.
- Projects included a small-business checkout redesign with simpler wording and clear progress indicators.

UX/UI Designer | RoverPass 2020

- Redesigned campground calendar and checkout, consolidating a text-heavy, multistep booking process into a clear flow tested in usability sessions.
- Created user flows, wireframes, and prototypes to explore solutions and support discussions about product direction.

Customer Experience Specialist (Spanish) | eBay 2019 - 2020

- Supported Spanish-speaking customers in a high-volume queue, resolving and documenting issues.

Lead Graphic Designer | City of Hutto 2017 - 2019

- Developed concepts, messaging, and visual design for city programs and communications.
- Selected work included a citywide rebrand informed by community interviews and its branding guide, recognized with two state-level TAMI awards.

Web Designer | My Lead System Pro 2016 - 2017

- Designed landing pages and email assets for client campaigns; participated in user interviews informing platform improvements.

EDUCATION

The University of Texas Rio Grande Valley

BFA, Graphic Design | BA, Communication Studies | Minor, Psychology

Designlab | UX/UI Certification | 2019

CORE SKILLS

Design: UX/UI, interaction and visual design, information architecture, responsive web, iOS app design, accessibility (WCAG)
Research: Qualitative and quantitative research, user interviews, surveys, market research, research synthesis
Validation & iteration: Usability testing, prototype testing, refining flows and interfaces based on findings
Prototyping & handoff: Wireframes, user flows, interactive prototypes, interaction specifications, engineering handoff, implementation review
Tools: Figma, FigJam, Adobe Creative Suite, Adobe XD, Jira, Confluence, Codex, Claude Code
Languages: English and Spanish