

MARISSA MOSSBERG

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UX design leadership, visual thinker, boundary-pusher with a passion for making great ideas better through design.

Interaction Design	User Research	Prototyping	Design Strategy
Product Design	Responsive Design	Wireframing	Design Leadership
User Experience	UI Design	Design Sprints	Design Systems

EXPERIENCES

INTERACTION DESIGNER

Google Maps (2017 — present)

Leading impactful UX design initiatives for Google Map's **Monetization** and **Enterprise team**. Works cross-functionally and across verticals to solve complex UX design problems for **Google, advertisers, businesses**, and their **next billion users**.

UX DESIGN LEAD

Tek Systems, *Contract at Comcast's Innovation Center Silicon Valley* (2016 — 2017)

Leading UX and **visual design** for Watchable's television app experience. Watchable is a television and mobile application that features **short form web content for Comcast's 22 million customer base**. Accomplishments include spearheading and shipping a **strategic end-to-end redesign** of Watchable's tv app experience, and launching a SVOD platform that supports Comcast HQ programming.

INTERACTIVE DESIGNER

Traction Advertising Agency, *Onsite at Apple* (2014 — 2016)

Promoted within one year of working with Apple, Traction's largest account. Shipped a global product reserve and pick up system used during two major product launches. Sat as unofficial **interim art director** during a leadership gap. Helped lead key campaigns by participating in **creative reviews** with the client, making **high level design decisions**, and delivering **interactive retail web flows**.

ART DIRECTION + DESIGNER

Mossberg Design (2008 — present)

Product | Visual Designer for Belle, an iOS application. Executed **UX** for application's MVP along with its **UI features, logo** and **brand identity system**

Designer for the GAP. Produced high volume global CRM print campaigns and advertisements for the 2013 holiday season. Design work **viewed by millions all over the world**

LEAD DESIGNER

San Francisco Arts Commission (2011 — 2014)

Developed, designed, and implemented community art education initiatives for the City and County of San Francisco:

UX Designer | Project Manager for **San Francisco's first centralized** art education resource website which generated over **\$30,000 in savings** for the San Francisco Arts Commission and Haas Fund

Lead Designer | Project Manager for 'artIMPACT' poster series which lived in **50 MUNI bus terminals** on Market Street. Posters were viewed by **10,000+ people daily**

EXPERTISE

- Thought leadership and execution skills from design strategy to product launch
- Whatever it takes attitude
- Exceptional listener and connector
- Strong written and oral communicator with robust UX research experience
- Proficient in Sketch, Principal, Invision, Figma, and Adobe Creative Suite
- Strong working knowledge in HTML5 and CSS

EDUCATION

University of Rhode Island
English Language & Literature, BA
Kingstown, RI

Rhode Island School of Design, RISD
Graphic Design Certificate
Providence, RI

Bay Area Video Coalition
TechSF, Digital Directions Cert.
San Francisco, CA

RECOMMENDATIONS

Marissa and I worked closely together at Comcast for on two important projects: Watchable X1 TV App and Channel Store, a subscription platform for new OTT partners. I was the Product lead and Marissa was the UX Lead and Information Architect on both of these projects. Marissa effortlessly balanced the strategic and tactical elements of the job to accomplish our projects goals. She handled everything from developing UI specs and the screen flows for new experiences, creating visual assets for developers, working with developers to determine how to handle use cases and edge cases, usability research and creating graphic designs for Marketing.

What I enjoyed most about working with Marissa is her methodical, research and analytics based approach to UX and her passion for understanding the customer through market and usability research so she could design the best possible user experience. She a strong advocate for the customer makes decisions and pushes boundaries that are in the user's best interest. She has creative, thoughtful solutions to design problems and is a conscientious worker. Finally, Marissa is a motivated learner who regularly allocates time to read up on new ideas and design/research techniques that she can apply to her work. I give Marissa my highest recommendation for any UX Designer or IA designer role and hope I have the opportunity to work with her again.

Rachel Lee, Senior Director - Product Management, Comcast



RECOMMENDATIONS

Marissa is an excellent designer who is empathetic and values collaboration. She brought xfn partners into the design process early on, which allowed her to quickly build upon other teams' success and develop relationships with her partners from the get-go. She also worked closely with me from beginning to end to create UXR study plans (e.g. prevalence study, cafe study, concept test), prepare the prototypes needed for the test, and define the success metrics. This partnership ensured that all the design questions were properly answered and the concepts prioritized based on human insights. I have watched her mature into an assertive and persuasive designer who was the best advocate for the users in front of the PM, Eng, and other design team members.

Min Ouyang, User Researcher, Google



As Marissa's manager we got a chance to work closely on a variety of fast-paced, complex design projects. Marissa is ambitious, a quick learner, hungry to learn and grow, and not afraid to take on extra responsibilities to get the job done. I can see Marissa leading her own design agency sometime in the future.

Peter Hainer, Art Director, Traction (onsite at Apple)

I had the opportunity with Marissa for a few years. Soon after she joined the design team at Traction she demonstrated a high level of adaptability, and reliability. The level of integrity she expects from her work, as well as others, is the foundation for a successful designer. Her understanding of design principles, along with her professionalism and great eye for design, make her a valuable asset to any team. She is objective when approaching work and combines an eagerness to produce great work with her passion for learning.

David Umpierre, Senior Designer, Traction (onsite at Apple)

