

MARISSA MOSSBERG

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

Interaction Design	User Experience	Prototyping
Responsive Design	User Research	Wireframing
Product Design	UI Design	Visual Design

EXPERIENCES

INTERACTION DESIGNER

Google, *Contract* (2017 — present)

Supporting Google's **Geo Monetization team's UX efforts**. Works cross-functionally and across verticals to solve complex UX design problems for **Google, advertisers, businesses**, and their **next billion users**.

UX DESIGNER

Comcast's Innovation Center Silicon Valley, *Contract* (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 Co. (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

- High-level concepting, UX design thinking, and pixel perfect execution for print, email, interactive websites, and applications
- Whatever it takes attitude
- Exceptional listener and connector
- Strong written and oral communicator
- Proficient in Sketch, Principal, Invision, Photoshop, InDesign, Illustrator, Premier, and After Effects
- Strong working knowledge in HTML5 and CSS

EDUCATION

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

Rhode Island School of Design, RISD
Print Design Process & Production, Cert.
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.

Senior Director, Product Management, Comcast



"Marissa is an extremely talented Designer. She is very solid conceptually, strategically and has excellent presentation skills. She has a very solid work ethic and always strives to attain the highest level of quality. Marissa is also very good at forming strong client relationships. She always has a positive attitude and is a great team player. She has also shown the ability to lead a team as well. I have really enjoyed working with Marissa at Traction. I would highly recommend her!"

Ray Portugal, Senior Project Manager, Traction

