

Robin Marquez

CSPO-Minded Lead UX Designer • Computer Engineer

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With over 15 years of experience orchestrating digital experiences, I operate as a "Player-Coach" design lead—bridging executive product strategy with hands-on UX architectural execution. As a Computer Engineer and Certified Scrum Product Owner (CSPO), I translate ambiguous business requirements into intuitive, high-performance web and mobile ecosystems on a global scale. I specialize in systematizing design debt, integrating AI-driven workflows (like Claude) to accelerate DesignOps, and leading globally distributed teams to ship scalable products that mitigate technical risk and maximize business value.

Core Competencies

- **Global Design Leadership:** Mentoring distributed teams while blending executive direction with hands-on UX execution.
- **AI-Driven DesignOps:** Leveraging LLMs to write executable code that programmatically generates Figma architecture.
- **UX-Driven Prioritization (CSPO):** Translating executive roadmaps into engineering backlogs that maximize business value and reduce risk.
- **Engineering Integration & QA:** Owning UX acceptance criteria and performing cross-platform validation directly within Agile.
- **Technical UX Validation:** Merging qualitative research with technical limitations to define scalable application workflows.

Professional Experience

Head UX Designer | AffinityClick Inc.

Sep 2023 – Present | Ottawa, ON

- Operate as a hands-on design leader, overseeing the creative direction and architectural strategy for global products (aloSIM, Hushed).
- Translate continuous user research into validated business value and technical requirements, ensuring development efforts succeed in the market.
- Implement AI-integrated design processes, establishing custom workflows that synthesize complex data and drastically accelerate DesignOps.

User Experience Manager | Canada Post

Feb 2023 – Sep 2023 | Ottawa, ON

- Led the interaction design processes for customer-facing digital applications, advocating for best-in-class, accessible user experiences across a massive national infrastructure.
- Collaborated closely with product managers and engineers, applying foundational UX methodologies to minimize friction and simplify high-stakes service design.
- Managed and coached a team of professionals, fostering a Community of Practice and bridging the gap between qualitative research insights and executive business strategy.

Senior UI/UX Designer & Product Owner | AffinityClick Inc.

Sep 2021 – Feb 2023 | Ottawa, ON

- Acted as a CSPO-minded IC, interfacing directly with software developers to define application workflows, screen layouts, and technical limitations.
- Anchored feature prioritization in advanced UX methodologies, relentlessly managing the backlog to reduce cognitive load and protect development velocity.
- Created processes to ensure development efforts delivered measurable market value, authoring user stories and UX acceptance criteria for agile sprints.

UI/UX Lead Designer | Smart Apartment Data

Jul 2019 – Nov 2021 | Houston, TX

- Orchestrated the UX architecture for a data-heavy real estate intelligence platform, accommodating four distinct user archetypes (Analysts, Suppliers, Locators, Community Staff) within a single ecosystem.
- Operated as the primary Individual Contributor to systematically pay down heavy design debt, architecting a robust, tokenized design system grounded in Google's Material Design principles.
- Closed the gap between design intent and shipped code by owning UX acceptance criteria directly inside Azure DevOps, stress-testing complex search queries, interactive maps, and Tableau integrations.

Previous Experience

- UI/UX Designer | InboundLabs Inc. (Chile) | Nov 2018 – Nov 2019
- UI/UX Designer | Pilgrim Consulting, Inc. (US) | Jul 2016 – Dec 2018
- UI/UX Designer | Power Diary Pty. Ltd. (Australia) | Nov 2014 – Dec 2016
- Lead UI/UX Designer & Co-founder | Kronoscode (Nicaragua) | Dec 2013 – Present
- Web & Mobile Designer | Kakao Media (Nicaragua) | Sep 2012 – Nov 2013
- Earlier Roles: Web Designer at Accedo Technologies (2012-2013), Web Developer at Inmobia (2011-2012), Graphic/Web Designer at La Universal (2009-2011).

Education & Credentials

- Computer Engineering Degree (Ingeniero en Computación) — Universidad Nacional de Ingeniería (Nicaragua, 2004 – 2009)
- Certified Scrum Product Owner (CSPO) — Scrum Alliance (Ottawa – 2022)
- Languages: English (Full Professional), Spanish (Native)
- Technical Mastery: Figma, Adobe Creative Cloud, Jira, Agile, AI-Integrated Design Processes (Claude/LLMs), Material Design, HIG, HTML/CSS