

# Mari Calderon Acon

UX/UI Designer | 5+ years of experience

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## Experience

### Publicis Groupe (Stellantis)

UX Designer | Apr 2024 – Present

- Contribute to the design of **Stellantis' first LLM-powered conversational assistant, Ask Chrysler**, launched on Chrysler.com in late 2025. Lead UI design and interaction patterns for a scalable AI interface that simplifies complex vehicle research and guides users deeper into the purchase funnel.
- Lead an account-wide migration from Adobe XD to Figma**, managing a team of 10 designers and consolidating 10+ brand-specific libraries into 2 centralized, token-based Figma libraries, launched in March 2025. Established a scalable design system that enabled seamless brand switching, aligned design and development through shared tokens, and reduced cross-brand design effort from ~1 week to ~30 minutes.
- Manage and mentor 2 junior UX designers**, supporting their growth through regular 1:1s, mentorship, goal-setting, and tailored development plans to strengthen UX skills, confidence, and career progression.
- Maintain ownership of end-to-end UX/UI delivery** and design system evolution, presenting design proposals and pitches to clients, supporting strong stakeholder relationships and high-quality implementation.

Creative Designer | Nov 2022 – Apr 2024

- Contributed to the **evolution of Stellantis' multi-brand design system** through component design and full-page redesigns informed by competitive research, accessibility standards, and client and business needs, delivering end-to-end UX/UI artifacts and presenting design proposals to stakeholders.

### 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.
- Championed Design Thinking and UX research**, facilitating 10+ Enterprise Design Thinking workshops and conducting interviews and surveys to identify pain points, prioritize requirements, and secure stakeholder approval for a large-scale platform redesign.

### 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 to deliver responsive, modern experiences aligned with business goals.
- Owned the full website lifecycle**, from UX/UI design in Adobe XD to development and launch (primarily in Wix, with WordPress handoff when required), and trained clients to independently maintain and update their websites post-launch.

### 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 from scratch to improve structure, clarity, and responsiveness for students, faculty, and external audiences.
- Conducted research, an information architecture redesign, and usability testing, translating insights into user flows, high-fidelity mockups, and a cohesive UI system, and **implemented the final responsive site using HTML, CSS, and Handlebars.js**.

## About

UX Designer with 5+ years of experience designing scalable, user-centered digital experiences across enterprise and consumer-facing products. Specializes in design systems, AI-powered interfaces, and complex web platforms, with a strong focus on accessibility, usability, and cross-functional collaboration.

## 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)