



MARCELLA MISSIRIAN

SENIOR DIRECTOR OF UX & PRODUCT DESIGN

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EXPERIENCE

Lámpago Electric Automotive Director of Product Design

04/2023 - 06/2025

▶ The Lámpago is a two-seater vehicle that combines a vintage style with modern feature and digital systems.

- Research, strategy design and launch of global website
- Working with test and algo-driving products to attract USA user base
- Utilized the experimentation-driven design process
- Lead the global mobile app design with a global team of stakeholders
- Exceptional communication and storytelling skills, especially with clients and executives and global stakeholders

Blizzard Entertainment Senior Director of Product Design

04/2022 - 12/2022

▶ Group global leader focusing on world-wide consumer, enterprise and platform projects, ecommerce, game client applications, corporate, web, mobile, console.

- Product lead growth (PLG) via strategic design innovation of new features including ecommerce gaming store and the implantation of generative AI - an increase of 32% overall from Q2 (avg \$500M Q)
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- Spearheaded the formation of a DesignOps team that integrated analytics for P&L tracking
- Improved visibility on project profitability, leading to a 30% increase in resource allocation efficiency within the organization
- Executed global design strategy, using road maps, objectives and data to optimize end-to-end user experience
- Maintain cross-functional collaboration with strategic partners, leadership, and global teams to maintain high growth in a global, and matrixed environment
- Lead and executed project for user access, account, and retention for world-wide large-scale and complex architecture
- Develop operational processes of best practices for research, service design, customer insights, core and horizontals (enterprise)
- Maintain compliance with regulatory requirements and industry standards
- Technical competence and expertise in consumer products, enterprise products, including web apps and native mobile apps
- Honor of receiving DEI recognition for most diverse team
- Mentor and coach and inspire a high-performing design team, fostering a culture of creativity, design excellence, and impact, leadership, guidance, learning, growth opportunities while encouraging innovation and vision
- Expert proficiency in Figma and Figjam, Adobe Creative Suite, Microsoft Office
- Lead and worked with distributed teams, across multiple time zones including EST hours
- Advanced experience providing, and effectively communicating, strategic and tactical recommendations based on data-driven recommendations

Microsoft/IDEO Japan Senior Director Product Design

06/2021 - 01/2022

▶ Xbox DEI accessible Proteus controller concept design.

- Lead gaming Adaptive Controller build and console knowledge platform
- Manage multi-disciplinary UX and Product Design - User Research, UX Design, Product Design, Visual and Industrial Design
- Increased positive gaming experience for female/gray set/disabled/ACA as well as tap into \$3B revenue of special needs players
- Lead this project to design for accessibility and inclusivity

continued...

SUMMARY

I'm an accomplished UX and Product Designer adept at creating products that balance business objectives, user goals and technical feasibility. I'm an educator, community leader and constant mentor.

My design and leadership at Amazon, Blizzard, IDEO and other notable companies, have put me in the company of the best and brightest in design. I've grown teams, grown business and lead across multiple verticals and enjoy the challenge of building as a Senior or individual contributor role.

TOOLS/SKILLS

- Figma, Sketch
- Adobe Creative Cloud
- Adobe Express
- Github, Asana, Trello/Zenhub
- Jira, Confluence
- Airtable
- Mural, Miro
- Microsoft 365, Excel, Tableau, Teams
- Qualtrics, WalkMe
- UserTesting
- UserZoom, Maze

COMMUNITY

- UXPA Los Angeles President and Chair - Board of Directors
- Speaker at multiple conferences such as UX + Dev, WIAD, UX New Zealand, 24 Hours of UX
- UXPA International Mentor
- UX Mentor and Career Coach for over 360 people over 6 years
- Volunteer for LA Food Pantry
- Volunteer for Girls in Tech for inner city STEAM seminars for girls in high school

Diamond Los Angeles

01/2021 - 06/2021

Director of Enterprise / Director of DesignOps

- ▶ Founding designer for HIPAA medical product to be compliant enterprise health app.
 - Built design process methodology to fit culture and need for in-house enterprise design team, evolving from a reactive to an anticipatory focused service firm
 - Led the design and execution of HITRUST and HIPAA compliant health certification on mental health-focused Medtech app

State of California Chancellor's Office

02/2019 - 12/2020

Senior Director UX & Strategy

- ▶ Piloted strategy, research and viability study. Recommended options to create the [California Virtual College](#) (free on-line community college system).
 - Made recommendations and implemented a new agile digital workflow throughout most of the 39 teams in Cal State Chancellor's office
 - Built Edutech markers with deployment yielding an increase of 34% automation and completion to apply to Cal State and community college system
 - Hired and trained 11 direct reports for the UX Product Lab

Academic - Adjunct Professor

- Santa Monica College 08/2016 - 08/2018
- University of Southern California (USC) (Visiting Lecturer) 01/2015 - 12/2018

Whole Foods Amazon

03/2014 - 11/2016

Director of Product Design and Strategy

- ▶ Whole Foods Mobile App and Website redesign.
 - Relaunched Whole Foods app increasing mobile traffic by 134% over the prior year (2018) accounting for 14% increase in purchases of Amazon Prime membership sales (total sales ~\$3MM/mo., mobile sales ~\$420K mo./12 months)
 - Relaunched Whole Foods website - measure of 52% increase in new visitors since June 2016

The Product Company

04/2008 - 06/2015

VP User Experience & Design

- ▶ Established and lead UX for full-service product development agency.
 - Lead R&D initiatives finding solutions to complex problems to create new products and features that aligned with client's vision and strategy for the design of the user experience from end-to-end; top of funnel through delivery for 37 products and services

Marcella Creative Design

01/2011 - present

Head of Design and UX

- ▶ Full service agency - consulting, fractional, strategy, product design, UX.
 - Leadership of UX design, product design, strategy, user research, usability testing, and visual design techniques to get the best user experience
 - Strategy experience design using methods like Design Thinking and Design Sprints to be able to get to the users' needs faster and thus creating a solid ROI
 - Industry Focus: Mobile, CX, entertainment, healthcare, hospitality, retail, civic works, and education. Web products, mobile apps, mobile products, tablet, print, physical object design, outdoor, environmental, sustainability

PAST CLIENT LIST (PARTIAL)

AGI Worldwide	Coffeebean & Tea	Fremont College	SAP - Ariba
Activision	Convey Search (Startup)	Hallmark	SpinMaster Toys
Amazon/Whole Foods	Dermalogica	Hyundai, USA	Teleflora
AmericINN Hotels	Discovery Kids Toys	Lexis/Nexis	Threads (Startup)
Amgen Biotechnology	Disney Int. Home Vid	Jakks Pacific, Inc.	3M Skin & Wound
BMW Designworks	EA Games	LAX Beautification 1-8	UC Davis/Coursera
Bella Sportswear	Fiji Water	Mattel Toys	Universal Pictures, Inc.
City National Bank	Frampus (Startup)	POM Wonderful, Inc.	Warner Bros. Ent.

CERT. & EDUCATION

- NNG Training in UX Management
- Cal State Fullerton Customer Experience Certification Program
- UCLA Film & TV
- UC Irvine - Econ
- UC Berkeley - Econ/Poli Sci
- UC Riverside - Poli Sci

SOFTSKILLS

- Emotional Intelligence
- Leading / Consensus Builder
- Presentation & Persuasion
- Conflict Resolution
- Crisis Management
- Self-Motivated Self Discipline
- Adaptability / Decision Maker
- Planning, Budgeting
- Clarity, Confidence, Respect
- Empathy, Listener
- Non-Verbal Communication
- Constructive Feedback, Friendly
- DEI Diversity Positive
- Delegator, Cooperation
- Negotiator, Curious, Calm
- Optimistic, Organized, Persistent
- Observant, Logical
- Lateral Thinking, Analytical
- Inspirational, Imaginative,
- Integrity, Patient, Authentic
- Resourceful

KEYWORDS

Human-centered design, team management, User Research, interaction design, graphic/visual design, Mobile UX, SaaS design, enterprise design, eCommerce, purchasing products, performance plans, track projects, distill user-insights, consensus building, persuasion, service design, drive the UX process, cross-functional teams, qualitative/quantitative research, define measurements of success, requirements writing, DesignOps, web app, mobile app, PWA, Progressive Web Apps, Heatmap, User Experience, Process, Remote, Local, User Interface Design, Technical, Design Files, website