



Hansel J. Marcek

Creative Lead « Lead UX Designer «

www.hanzmarc.com

hanzmarc@gmail.com

416.879-0803

Education

Creative Director Certification

Miami Ad School: 2023

This course gives you the skills and case studies to lead creative teams of all sizes. In this program, you'll learn to be a well-rounded creative director, in part by learning directly from those who've gone before.

UX Specialist (CXS™) Certification

Akendi Inc: 2015

A UX Specialist is a certified UX Designer & UX Researcher. Akendi brings UX/UI innovation, strategy, research, design and testing together.

Project Management Certification

University of Toronto: 2010-2011

Provides a comprehensive overview of project management as prepares you to manage large and small-scale

Digital Media Marketing Post Grad

George Brown College: 2002-2003

Graphic Design Diploma

Experience.

Creative Director / Lead Designer

Rank Media - FT Contract – Remote Oct 2022 – Oct 2023

- Fast paced digital agency with multiple client projects always on the go
- Managed 2-3 designers through complex digital products
- Proficient at Client & Stakeholder management
- Create Human-centered designs that produce overall user interactions
- Work directly with Content Director to create complex site maps, journey maps, user flows and wireframes from concept to production
- Conduct user research where necessary pending on client needs
- Create Design systems

Lead UX/Web Designer

Hawke Media - FT Contract – Remote Oct 2021 – Oct 2022

- High volume fast paced B2B digital agency
- Managed 2-3 designers through complex digital products
- Proficient at Client & Stakeholder management
- Design Hi & Lo Fi web pages from concept to production
- Create Human-centered designs that produce overall user interactions
- Work directly with Content Director to create complex site maps, journey maps, user flows and wireframes
- Conduct user research where necessary pending on client needs
- Create Design systems

Lead UX Designer

hanzmarc.com, Freelance FT – Toronto Sept 2020 – Oct 2021

Fully remote. Engage with B2C, B2C and SaaS clients on their expectations for re-design and/or new design of their online presence. Proficient at Client & Stakeholder management. Use site maps, wireframes and mood boards to present initial thought process, guide clients through UX capabilities and an ideal user journey. Present UI elements which fit into brand. Consult on best solutions.

Principal Interaction Designer

Aviso Wealth Inc, Perm FT – Toronto Apr 2018 – Sept 2020

(NEI Investments merged with 3 other companies to form Aviso)

- Lead Interaction Designer for Digital and Graphic campaigns
- Interacted with Marketing, Sales and Product Managers
- Designed for AODA compliance, WCAG 2.0 Level AA Standards
- Managed Mutual Fund campaigns, using UX methods, from concept to production while meeting with internal stakeholders
- Managed Front End website initiatives using HTML, CSS & PHP & CMS'
- Conduct user research where necessary pending on product launch
- Meeting scope deadlines and Stakeholder management
- Create Design systems

Experience.

Sr. Digital and UX Designer

NEI Investments, Perm FT – Toronto **Nov 2015 – Apr 2018**

- Lead UX design on digital platforms through key design deliverables such as focus groups, user research and usability testing
- Designed for AODA compliance, WCAG 2.0 Level AA Standards
- Managed Front End website initiatives using HTML, CSS & PHP & CMS'
- Conduct user research where necessary pending on product launch
- Meeting scope deadlines and Stakeholder Management
- Create Design systems

Intermediate Graphic Designer • Webmaster

La Capitale Financial Services, Perm FT – Mississauga: Aug 2010 – Sept 2014

- Managed and created Micro websites for quarterly Sales/Marketing campaigns, mobile responsive, using UX methods & techniques to ensure great usability
- Designed, maintained and updated an online Portal, all digital campaigns, E-mail marketing
- Worked closely with all LOB's in an agile environment
- Created Design systems

(UI) User Interface Designer

Virgin Gaming Esports, 1yr Contract – Toronto: Aug 2009 – Aug 2010

- Explored and implemented UX Methods such as journey mapping and usability testing to create the best user/gamer experience
- Hired to design user interfaces for online Esports gaming launch
- Main focus was on sports game like FIFA & MADDEN

Graphic Designer, Marketing Services

Diamond Marketing & PR, 2 yr Contract – Marbella, SPAIN Sept 2007 – July 2009

- Organized and designed product launches and media events
- Maintain customer relations and gained new accounts
- Created trade show booths and relevant promotional material

Web Design Manager

Vermont Castings, Perm FT – Mississauga June 2006 – Sept 2007

- Hired to manage, design and maintain a customer service website for BBQ parts and manuals
- Used UX methods before UX was even a term, like user journeys, site mapping, information architecture and prototyping