

Eric Marina

UI/UX PRODUCT DESIGNER | BRANDING | VISUAL DESIGN | DIGITAL EXPERIENCES

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Professional Summary

UI/UX and Product Designer with experience designing workflows, user interfaces, websites and dashboards for SaaS platforms and digital products. Strong background in visual design, enabling the creation of intuitive, scalable, and visually refined interfaces.

Experienced in translating complex business and technical requirements into clear user flows, structured layouts, and high-fidelity designs. Collaborates closely with developers, stakeholders, and multidisciplinary teams to improve usability, product clarity, and overall user experience.

Brings a practical, detail-oriented approach to interface design, combining strong visual execution with usability principles to deliver consistent, creative and effective digital solutions.

Core Skills

Digital:	Software:
• UI/UX Product Design • SaaS Platforms • User Flows • Wireframing • High-Fidelity Design • Information Architecture • Interaction Design • Responsive Design • Design Systems • Usability Systems • Web Design • Ecommerce • Branding & Visual Identity • Typography & Layout • Cross-functional Collaboration	• Figma (Advanced) • Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe XD • InVision • WordPress • Elementor • Yoast SEO • WP Engine • Squarespace • Shopify • SEMrush • Confluence • Jira
Project Management:	Languages:
• Agile Collaboration • Cross-functional Agile Teams	• English (Fluent) • Spanish (Native)

Work History

Lead UI/UX Designer - SAM Technology
(November 2024 - Current) | Sacramento, CA

- Design enterprise SaaS experiences for SAM's Client and Firm platforms, translating complex tax, financial, and business data - including entity mapping, household balance sheets, and operational dashboards - into scalable, high-fidelity interfaces that organize dense information into clear, structured, user-friendly experiences.
- Own the end-to-end product design lifecycle - from mapping user flows and building low and high-fidelity wireframes in Figma to developer handoff (components, design tokens, CSS specifications, JSON color-token exports) followed by visual and functional QA.
- Established a scalable UI foundation in Figma, including reusable components, design tokens, color variables, and typography - and built a token-based Light/Dark Mode architecture that lets the product switch colors and themes systematically across the platform without manually redesigning individual screens.
- Adapt Client and Firm experiences across mobile breakpoints, maintaining visual and functional consistency with the broader product system on smaller screens.
- Validate user flows and designs through BETA, PR, and live environments via visual and functional QA, identifying implementation issues and supporting rapid weekly iterations and hotfixes.
- Collaborate with engineering, business stakeholders, and leadership in a fast-paced Agile environment, translating constantly evolving requirements into practical, scalable solutions across weekly sprint cycles.
- Contributed product design and demonstration experiences for enterprise presentations to institutional partners, including Morgan Stanley and Charles Schwab, supporting SAM's broader institutional and strategic growth initiatives.

UI/UX Designer - 2Leaf
(June 2024 - November 2024) | Sacramento, CA

- Designed websites, web applications, and mobile interfaces, including high-fidelity prototypes, wireframes, MVPs, and native app experiences for a diverse portfolio of clients.
- Managed multiple client projects and competing priorities while maintaining design quality, consistency, and adherence to project requirements.
- Collaborated directly with clients through live meetings, design reviews, and presentations, translating feedback into refined visual and interactive experiences.
- Conducted user research and usability testing to inform design decisions, developing user-centered UI solutions, user flows, information architecture, and responsive layouts that improved usability, streamlined workflows, and supported business and brand objectives.

Senior Visual Designer I Manager I Owner - Marina Graphic Studio
(August 2018 - Current) | Sacramento, CA

- Lead multidisciplinary design projects across UI/UX, web design, branding, graphic design, and digital experiences for clients across Northern California and Mexico.
- Design and develop responsive websites and CMS experiences using WordPress and Elementor, applying responsive breakpoints, layout systems, and UI patterns to create consistent experiences across desktop, tablet, and mobile.
- Support clients with SEO, Google Business Profile, content structure, and digital presence optimization, helping align design, visibility, and business objectives.
- Collaborate directly with clients from initial concept and content planning through design, development, revisions, and launch, managing projects while balancing creative direction, technical requirements, and business needs.

Senior Graphic Designer I Web Designer I UI Designer - Outploy Co
(August 2013 - March 2024) | Folsom, CA

- Designed and implemented user interfaces, responsive layouts, and digital experiences across websites and web platforms, improving usability and internal workflows.
- Created 1,000+ high-fidelity wireframes, prototypes, and user flows over multiple years, translating business requirements into scalable UI/UX solutions and improving user experiences across the company's websites.
- Managed and developed 14+ company websites, optimizing WordPress-based experiences, performance, and SEO, contributing to increases of up to 45% in search rankings.
- Collaborated with cross-functional teams using Agile methodologies, establishing consistent UI patterns and design practices that improved design consistency across platforms by 65%.
- Developed icon systems, visual assets, and UI elements that improved interface clarity, strengthened visual consistency, and helped reduce user errors.

Education

Foundations of User Experience (UX) Design I Google UX Design Certificate 2024
Sacramento, California

Graphic Design Bachelor Degree I Universidad Quetzalcoatl
Guanajuato, México

Commercial Photography I McKay Photography Academy 2018
Sacramento, California

Awards & Recognition

 Invited Speaker, Sac State GRIDS (Graphic Resource Information Design Society)
California State University, Sacramento, Sept 2026

 Design Week Sacramento Feature
Capitol Creative Alliance, 2021. Sacramento, California

 Virtual Poster Design Workshop Award
Cofoce, 2020. Guanajuato, Mexico

 Sacramento After Dark Photography Exhibit
Sacramento After Dark, 2018. Viewpoint Photo Art Center. Sacramento, California

Contact

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