

# Marc Molta

UX/UI Designer

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Visually oriented UX/UI designer crafting intuitive, user-centered web products for mobile and desktop. Bridges gaps in cross-functional teams by empathizing with users and team members while driving business outcomes.

## EXPERIENCE

### UX Engineer

Freelance

January 2022 - Present

End-to-end product design and implementation to build new products and redesign existing sites. Working with clients in the private healthcare and municipal spaces on data dashboards, webmaps, and multi-page sites.

- Collaborated with cross-functional teams and individuals to strategize product and market fit.
- Met WCAG 2.1 compliance for accessible websites including screen reader interaction and legibility.
- Designed custom cards, routing, and filters to improve collaboration and data sharing for Freight Finder.
- Standardized visual design and interaction patterns for 7 different sites to create a cohesive experience.
- Iterated on sketches, mockups, and prototypes and delivered UI kits and custom, responsive websites.

### UX Consultant

Center for Digital Experiences at Pratt Institute

February 2022 - December 2023

Ran usability tests, conducted eye tracking studies, and delivered high fidelity prototypes, UI kits, and documentation for 4 non-profit clients in New York City. Focused on driving growth and increasing donations.

- Delivered 19 new pages to Transportation Alternatives. Earned an invitation to implement the design.
- Conducted 12 usability studies for 4 organizations to improve user flows for donation and engagement.
- Designed components and tokens and wrote documentation for Clay, a design system for Formbricks.
- Aligned user goals with client needs through interviews, analytics, competitive analysis, and research.
- Created a Looker Studio dashboard for Braata Productions to track analytics without a technical team.

### Front End Developer

Delaware Valley Regional Planning Commission

December 2017 - January 2022

- Increased brand reach by designing and implementing responsive solutions for 50+ pages and maps.
- Resolved 500+ Snow tickets and reduced average time to completion by 60%.
- Winner of 2021 APDU Data Viz award for Tracking Progress Indicators Dashboard.

## EDUCATION

### Pratt Institute

M.S. Information Experience Design, with distinction

December 2023

### Fullstack Academy of Code

Web Development Immersive Program

May 2017

### University of Rochester

B.S. Brain and Cognitive Sciences; minor in Spanish

May 2016

## SKILLS & LANGUAGES

**Skills:** Wireframes, Prototypes, Design systems, Usability testing, User interviews, Journey maps, User flows, Information architecture, UX writing, Javascript, React, Mapbox, HTML, CSS, Figma, Miro, Google analytics.

**Languages:** French (native), Spanish (proficient).