

Sydney Marcus

Lead Product Designer adept at synthesizing design, UX, and engineering to create impactful, user-centered digital services and interactive experiences. Excels at blending strategic insight with technical expertise to solve complex problems and produce memorable, engaging solutions.

work experience.

Lead Product Designer – UX, Strategy and Innovation

TOSHI (luxury last-mile logistics) London, UK | August 2022 - November 2024 (company insolvent)

- Created and implemented TOSHI's first cross-platform **design system**, unifying products and **reducing time to build 32%**
- Spearheaded design and build of new, comprehensive **driver app**, leveraging **user insights** to improve operational workflows and elevate **end-customer satisfaction (9.2 NPS)** through an intuitive, user-centered interface
- **Managed team of 8** on rebuild of **customer app** and web portal, **doubling repeat customers**, by introducing innovative marketplace model, improving information display & implementing dynamic, journey-specific notifications (email & sms)
- Established intuitive warehouse dispatch process enabling the **business to expand** to three cities (LDN, NY, LA) and scale from 1 to 50 drivers. **Iterated on process** after launch optimizing staff efficiency and **reducing loss expense by 20%**
- Collaborated with executive leadership to **close 35 new brand partners** by creating high-quality concept designs for **compelling decks** and identifying and **pitching** potential clients
- Defined functional and design requirements for **complex operational dashboard** and translated insights into streamlined, visually compelling design that was recognized as **Project of the Year** by global leadership
- Drove enterprise design strategy and cross-functional innovation by **anticipating market trends and using emerging technologies** ensuring consistency throughout physical & digital touchpoints by aligning product, tech and marketing

Senior Product Designer – UX, Strategy and Service

CAPITAL ONE New York City, NY | May 2021 - August 2022

- Led redesign of **customer facing and employee paired portals**, improving **employee efficiency 22%** and increasing customer satisfaction scores (**NPS**) **from 6.4 to 8.8**
- Collaborated with teams across the org to refine & implement **design system components for consumer app & website**
- Streamlined product review process for **50% reduction in time-to-market**, utilizing research and service design expertise
- Cultivated relationships with diverse stakeholders & **mentored junior designers** fostering a **collaborative, growth-oriented culture**

Service and Interaction Designer – Digital UX

FJORD / ACCENTURE Washington, DC | August 2019 - May 2021

- Established **site architecture and design system** unifying multiple platforms under a consistent brand identity; conducted usability tests and **applied learnings from customer research** to achieve **67% increase in task completion**
- Prepared and **facilitated co-creation workshops** using multi-media **storytelling** (physical, digital, visual) to **break down complex** business challenges, gain stakeholder buy-in, and improve team understanding of our users
- Reimagined **process and UX** of primary tasks in enterprise system **reducing execution time by 37%**

Designer and Engineer – Physical / Digital

FORD MOTOR COMPANY Dearborn, MI | June - September 2018

- Designed **consumer mobile app** that allowed customers to feel “at home” in any Ford vehicle by applying their in-vehicle preferences. When surveyed, customers were **22% more likely to rent** a Ford vehicle due to this feature
- Contributed to **wireframes, inspiration boards and sketches** for **app and website** that enabled customers to order Dominos delivered by a Ford autonomous vehicle (AV)
- Partnered with IDEO to implement **human-centred and agile methods** within waterfall software development teams
- Led initiative to **increase awareness** of design team capabilities, resulting in a 50% increase in requests from business and technology teams for design team input and collaboration
- Utilized **rapid prototyping** and knowledge of materials to build custom autonomous vehicle interior, adapting designs for manufacturing while incorporating **usability and ergonomic standards**

Designer – Physical / Digital / Store Design / Experience

FROLIC DESIGN STUDIO Amsterdam, NL | June - December 2017

- Conceived and built **interactive digital/physical** store display, **doubling visitors** during installation
- Designed, built and tested passenger app for post-flight city experiences that reflected KLM airlines **core brand** elements

skills.

UX Design & Strategy

Design Thinking – *Trained by IDEO team*

Service Design

Agile Development/Sprints – *Cert. 2019*

Human-Centered Design

Connected Customer Experiences

Physical/Digital/Multi-Modal Interaction

Storyboards, Mindsets & Journey Maps

Wireframing, Sketching & Hi-fi Mockups

Research & Testing

Workshop Design & Facilitation

Contextual Research & Ethnography

Concept, User & Acceptance Testing

Usability and Accessibility Testing

Customer Adoption Measurement

Rapid Prototyping (Physical & Digital)

Environmental and Store Design

Technology & Frameworks

Design – Figma, Sketch, Adobe XD

Development – React, JavaScript, Flutter

Management – Jira, Github, Linear, Conf

Soft Skills

Communication

Self-Motivation and Adaptability

Leadership and Collaboration

Attention to Detail and the Big Picture

Strategic Prioritization

education.

Undergraduate

Bachelor of Science in Product Design,

Mechanical Engineering | 3.7 GPA

Northwestern University | 2015 - 2019

Professional Certifications

Google UX Design Professional Cert.

Creative Thinking and Leadership –

Imperial College London

Artifact Creation – *University of Penn.*

Language of Design – *CalArts*

Branding – *University of Virginia*