

Wes Marse

Product Designer

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Experience

Product Designer, Sunflower Wellness LLC, Freelance

Jan 2023-Current

Working with the owner and clients of Sunflower Wellness, a Milwaukee based spa, I redesigned their web experience.

- Performed user research and a heuristic analysis on the original site
- Developed brand assets including a new logo, color palette, and typography
- Updated sitemap, drafted mock-ups, and usability tested prototypes
- Launched the client's website using Wix, increasing revenue by 200%

Product Designer, GoGreen, Student Project

Feb 2023-Mar 2023

As the end-to-end app designer for GoGreen I created a tool that empowers consumers to make sustainable shopping choices.

- Led user research to identify challenges users face with sustainability
- Ideated solutions to user challenges and developed a feature roadmap
- Branded GoGreen including logo design, typography, and color palette
- Sketched, wireframed, and created a high fidelity prototype in Figma
- Performed usability tests receiving 4.8/5 user satisfaction score

Product Designer, Subaru, Student Project

Feb 2023

I developed smartwatch (watchOS) connectivity for MySubaru, Subaru's popular smartphone connected app.

- Conducted secondary research and user surveys
- Sketched and designed low and mid fidelity wireframes in Figma
- Designed an interactive prototype for a 44mm apple watch in Figma
- Developed micro interactions that communicate system actions
- Performed usability tests receiving 4.96/5 desirability score

Coaching Program Manager, Meditopia, Istanbul (Remote)

Jan 2022 - Sept 2022

I spearheaded the creation and enhancement of the company's mindfulness coaching protocols, documentation, and guides by leveraging user data and feedback.

- Optimized user experience through beta testing coaching protocols
- Hired and managed a global team of 8 health and wellness coaches based in Turkey, France, and the USA
- Collaborated with Head of Coaching to develop a 12 week coaching lifecycle that seamlessly guides users through their whole journey
- Collaborated with international development teams

Health Coach Manager, Noom Inc., NYC (Remote)

Dec 2019 - Jan 2022

I managed a dynamic team of 15 health and wellness coaches, who empowered hundreds of individuals to prevent or manage chronic conditions through the promotion of healthy lifestyle modifications.

- Drove innovation in health coaching by testing experimental protocols
- Led weekly team meetings and trainings for coach development
- Conducted in depth data driven performance reviews and continued support to improve coach and client outcomes
- Supported Quality Management through metric development
- Participated in the DEIB committee bringing enrichment opportunities to the company and creating an inclusive environment for employees

Education

2023

UX Academy
Design Lab

2021

National Board Certified Health and Wellness Coach (NBC-HWC)
National Board of Health and Wellness Coaching

2016

BA International Studies
University of Wisconsin -Platteville

UX Skills

Product Discovery
UX Research
Affinity Mapping
Information Architecture
Responsive Design

Branding
Wireframing
Prototyping
UI Design
Usability Testing

Software

Figma
Adobe Creative Suite
Miro
Procreate
Slack

Professional Skills

Workshop facilitation
Protocol development
Management (15+ staff)
DEIB initiatives
Quality management