

about

Marco De la Cruz is a designer, creator, problem solver and generalist with broad experience in all aspects of product design and product/project management.

Capable of thriving solo or within a team basis, Marco specializes in accessible front end, web/mobile app interaction and interfaces, design systems and iconography.

Marco is currently based in New York City. Freelancer since 2006, Part-Timer since 2010 and Full-Timer since 2012.

work

Lead Designer

INTURN

MAY 2015 - Present | New York, NY

My responsibilities at INTURN include product experience and interface direction. Defining design systems, improving current and ongoing usability challenges and creating simplified solutions for high complex B2B problems.

Product Designer

TIMEHOP

AUG 2014 - APRIL 2015 | New York, NY

At Timehop, my time was focused on continuous iterations on the product, which was exclusively for mobile. These iterations include feature design, and planning, asset management and creation, interaction flows, and illustration.

Product Designer

LIVESTREAM

JUL 2012 - AUG 2014 | Brooklyn, NY

My tasks at Livestream grew from managing and designing user accounts and events, then working directly in the line of brand and website design features. Finally arriving at mobile design of the application for both iOS and Android.

Web Designer & Developer

DO.LIVE.LOVE

JUL 2011- JUL 2012 | Brooklyn, NY

DO.LIVE.LOVE was an incubator and design community focused on building and creating solutions for a large arrange of clients. I worked directly with the pediatric orthodontics team, directly with website design and development.

Webmaster

Revista Lengua

JUN 2010- JUL 2012 | Santo Domingo, DR

Initially in charge of the idea and composition of the design and concept of the website. Later in the administration and website building.

education

BFA

Design & Technology Parsons The New School

2010 - 2012 | New York, NY

AAS

Digital Design Altos de Chavón, School of Design

2009 - 2010 | New York, NY

AAS

Fine Arts Altos de Chavón, School of Design

2007 - 2009 | New York, NY

languages

English, Spanish

references

Available Upon Request