Marco A. Aguirre

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SUMMARY

Designer, writer, and project manager with five years of experience in the Sustainability, Architecture, and Software-as-a-Service (SaaS) industries. As a creative professional, I hold a Bachelor's of Fine Arts, a Bachelor's of Architecture, and a concentration in Digital Media which has equipped me with a solid foundation in design principles, an ability to develop and convey complex narratives and solutions, and effective team-building & project execution skills. As a manager, I have demonstrated a high level of leadership and business acumen in establishing new workflows, optimizing brand identities and assets, and assisting an organization to reach a gold standard in relationships and company growth.

SKILLS

- ***Software:*** Adobe Creative Cloud (AI, PS, ID, PP, XD), Microsoft Office Suite (Excel, PP, Word), 3D Modeling tools (Revit, SketchUp, Rhino, & Blender), Figma, Canva, Miro, Vimeo, Monday, Pendo, Typeform, Slab.
- ***Hard Skills:*** Graphic Design, Web Design, BIM & 3D Modeling, User Interface and User Experience Design (UI/UX Design), Writing User Stories, Writing Business Cases, Writing Requirements, Journey Mapping, Personas Writing, Segmentation, Product Planning, Positioning, Road mapping, MVP and Version Management, Prioritization, Capacity Planning, Product Strategy, Go-to-market Strategy, Facilitation, Engagement Analysis, User Tracking, Synthesizing Usage Data and Market Trends, QA Testing, Research.
- ***Soft Skills:*** Coordination, Communication, Delegation, Prioritization, Decisiveness, Cross-functional Collaboration, Business Development, Task Management, Training Enablement, Growth Strategies, Conflict Resolution, Diversity and Inclusion, Public Speaking, Strong Work Ethic, Multi-tasker, Detail Oriented, Big Picture Thinking.

EXPERIENCE

Freelance Designer/ Founder *- Studio Spectacular, LLC. – Fort Worth, TX – 2023-Present*

- Demonstrated exceptional branding, campaign, and visual story-telling skills, as well as a solid understanding of design principles, layout, typography, and color theory, with the ability to translate client requirements into visually appealing and user-centric designs.
- Excellent verbal and written communication and collaboration skills, working effectively within all types of organizations from independent artists and entrepreneurs to multi-functional teams to ensure cohesive and consistent design solutions.
- Proficient in utilizing design tools such as hand sketching, 3D modeling, Adobe Creative Suite, and other prototyping software to create compelling designs for different mediums and platforms, including web, mobile, print, social media, and physical installation.
- Proven ability to work on multiple projects simultaneously, meet tight deadlines, and deliver high-quality design in a fast-paced and dynamic environment serving a handful of cross-industry clients in the first year.

Research Director *- Cove Tool, Inc. – Atlanta, GA – 2021-2023*

- Orchestrated a high-performing team of 13, managing candidate selection, onboarding, and daily performance of direct reports.
- Collaborated with engineering, marketing, customer success, and sales teams to fast-track solutions into actionable items, delivering higher-quality products on time and within budget, resulting in a 76% shorter sales cycle and an added $1.5 Million in NAR.
- Catapulted content generation and article writing activities, receiving 270,000+ views across 500+ marketing assets annually.
- Developed a human-centric UI and UX graphic standard document increasing rapid prototyping and high-fidelity mockups by 100%.
- Composed compelling content for major publication platforms to build brand recognition, resulting in a peak viewership of 3.6 million.
- Synthesizing user feedback and market trends to address the industry's buying criteria checklist, increasing logo acquisition by 110%.

Project Manager *- Cove Tool, Inc. – Atlanta, GA – 2019-2021*

- Streamlined data collection, product planning, and task delegation workflow to rapidly grow product offerings and reduce bug reports.
- Coordinated the simultaneous design, development, and marketing of three major features in the second half of 2022, which took 3,600 hours, involved 46% of the company, and is anticipated to bring 18% of the projected net-new revenue in 2023.
- Developed API Tools, Automation Software, BIM Software, CAD Software, Collaboration Tools, Compliance Management Software, Data Analytics Tools, Data Visualization Tools, Document Creation Software, Form Automation Software, Instant Messaging, Live Chat Software, Predictive Analysis Tools, PIM Software, RAD Software, Sales Tools, and Web-based Tools.
- Stays up-to-date with industry trends and ensures that the product suite remains competitive and relevant.

Sustainability Consultant *- Pattern r+d – Atlanta, GA – 2018*

- Developed sustainability project goals, objectives, initiatives, and strategies, considering cost-effectiveness, maximum return on investment, technical feasibility, and alignment with organizational values.
- Hosted virtual and in-person continuing education (CE) sessions in 20+ cities for 500+ architects, sponsored by the AIA.
- Collaborated with industry professionals for proposal writing, scheduling, sourcing, and documentation that met Green Building Certification criteria including USGBC LEED, WELL, Green Globes, Living Building, and Georgia Peach.
- Improved sustainability rating by 30% for commercial buildings and campus-level projects, including Emory University's Oxford Campus, Georgia Tech Campus Center, Reston Gateway, 301 Hillsborough, Auburn University RCSC, and more. See sustainability portfolio.

EDUCATION

Bachelor of Fine Arts, Concentration in Digital Media, and Bachelor of Architecture - Rhode Island School of Design – Providence, RI