

Mario Noble

UX Designer - Los Angeles, CA 323.788.0907 | mrmarionoble@gmail.com

nobleux.com | <https://www.linkedin.com/in/marioanthonymoble/>

Experience

Diamond Web Services

UX Architect

October 2016 - Present

Diamond is one of the leaders in LA's tech community and the originator of Global Accessibility Awareness Day. I've been privileged to work with their excellent creative team on UX design for their start up and enterprise clients by taking mobile application and website concepts from *idea to completion* using conventional design methods and component based design.

FOX (Film, TV and Sports)

UX Architect

October 2014 - August 2016 (1 year 11 months)

I designed and iterated on 21CF's various global media management applications for marketing and distribution of theatrical and broadcast assets. Successfully worked across large development teams and many departments to *create apps for internal and external vendors that made their efforts more time and cost efficient.*

Applied a range of skills involving information architecture, interaction design, user research, usability testing, visual design, and front end prototyping in a formal Agile environment. Contracted via Diamond Web Services.

Astek Wallcovering

Front end developer/UX

January 2012 - August 2012 (8 months)

Astek is one of the world's largest wallpaper (physical) distributors as well as custom designs for the entertainment and hospitality industries. I worked on their enterprise level E-commerce Drupal driven site doing front end development, UX/UI design, user testing, wire-framing, prototyping and content production. Identified issues, *streamlined customer transactions and aided the team to increase sales.*

Vertical Streaming

Web Designer / Front end Developer

August 2009 - January 2012 (2 years 6 months)

This was one of the first services to offer pay per view streaming content over the internet. I created many of the site's visual designs, collateral, logos and branding for the company and client sites as well as *integrated their streaming e-commerce system*. I did HTML/CSS/JS/PHP development and design, email Campaigns, stood up and ran their content management system (CMS) and was responsible for matching client's brands with our proprietary back end application as well as being involved in day to day client relations.

Noble UX

UX Designer

September 2012 - Present

My personal UX business. Desktop and mobile website design, development and UX.

Contractor Marketing Services

Web Designer

September 2007 - February 2009 (1 year 6 months)

Helped create a platform for electrical, plumbing and HVAC companies across the nation to *easily create and maintain their web presence* which was a big deal back in the day. Created templates for our company and clients using HTML table and CSS based design. Also designed various branding and collateral elements for the CMS. In other words, I was a traditional web designer doing everything.

Self-employed

Web Designer - Freelance

January 2001 - February 2010 (9 years 2 months)

Designed and developed standalone html websites and Flash based sites and assets for the web and mobile, *increasing engagement and sales for clients* in the beauty and media industry. Visual branding, layout and UI for various individuals, companies and organizations.

A bit about me

I'm currently working on combining the latest trends in client side design and development with a user centered approach to creating products and services that are effective from both a user and pragmatic business standpoint in the areas of component based design, conversational interfaces and accessibility. I'm also of the opinion that, even though much of the Internet appears to be dividing people, it still has the power to bring us together to foster positive change and a better world.

Top Skills

Prototyping
Information Architecture

Current Fav Tools

Sketch / Abstract / Zeplin / Craft
Figma
Axure
HTML/CSS / Vue / Nuxt / Tailwind
Paper / Pen / Stickies
VS Code
Writing Dialogues
Coffee

Community

Giving back to the community is important to me and I've tried to be an active member over the last few years by being the head organizer for Southern California Web Designers and Developers (scwdd.org). With over seventeen hundred members, I'd like to think we serve as a useful educational hub for the local digital community. As a member and co-organizer, I've also worked closely with LA UX and UXPA LA to mount many events.

Here's a link to some of my presentations: <https://www.slideshare.net/marionoble>

Education

California State University-Fullerton

Accredited and Certified, User Experience and Usability, User Experience · (2012 - 2013)

California State University-Los Angeles

BA, Directing and Theatrical Production

Say hi

mrmarionoble@gmail.com
[linkedin.com/in/marioanthonymoble](https://www.linkedin.com/in/marioanthonymoble) (LinkedIn)
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