

## Contact

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marioanthonyoble (LinkedIn)  
nobleux.com (Portfolio)

## Top Skills

Information Architecture  
HTML 5  
CSS 3

## Languages

Some Spanish (Elementary)  
Some Russian (Elementary)

## Certifications

User Experience, Customer  
Experience, UI, UX

# Mario Noble

UX Designer at Noble UX  
Los Angeles, California

## Summary

I began my career over twelve years ago as a web designer/ developer doing table based web design and moving into Flash design, print, general HTML5, CMS based development and now UX because the “why” more often interested me than the “how”. Although, the “how” still interests me because the “devil is in the details” as they say.

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. It’s my hope to contribute and work with other likeminded individuals to bring that about within my capabilities and inclinations albeit however small or large.

See my UX portfolio site: <http://nobleux.com/> for a representative portion of my work. More is available on request. I can’t promise it’ll always be up to date since it’s often a trade off to either be creating new work or updating my site but it should give you an idea of my process.

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## Experience

Diamond

UX Designer

April 2020 - Present (4 months)

Los Angeles County, California, United States

Collaborated with the UX and Product teams and client stakeholders to create robust information architecture, wire frames, interaction designs, and visuals as well as generating functional Agile based requirements and specifications.

## Tribe Works!

UX Designer/Engineer and Community Lead

January 2019 - Present (1 year 7 months)

Remote

Tribe is a worker owned agency and seeks to change how the tech gig economy works by building a platform to support and connect workers in the tech and creative fields. I've been involved in developing the Agile UX Strategy plus coordinating the design and engineering teams, front end/UI development work, Information Architecture, User Research, iterative Interaction Design and the overall business direction. I'm also the Community Lead, working to grow and support Tribe membership!

## Noble UX

UX Designer

September 2012 - Present (7 years 11 months)

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

## Diamond Web Services

UX Architect

October 2016 - January 2019 (2 years 4 months)

Greater Los Angeles Area

Diamond is one of LA's leaders in the 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)

Van Nuys, CA

Astek is one of the world's largest wallpaper 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 sites, 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 being involved in day to day client relations.

## 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.

## 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.

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## 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