Edward A. Marroquin

Product Design Lead

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Summary

Product Design Lead with 8+ years across fintech and restaurant technology and a love for well-crafted work. I shape visual direction, information architecture, and design systems, and design end-to-end product experiences across mobile and web.

Experience

Neo Financial

Lead, Product Designer & Design Systems · Jul 2025 – Sep 2026

- **Design System Unification:** Began unifying product and marketing design foundations through shared components, patterns, and documentation, so both could ship with one consistent look and less duplicated work.
- **Engineering Partnership:** Collaborated on React Native component migration and design fidelity; initiated Figma Code Connect mapping.
- **App Rebrand:** Led the visual refresh of Neo's app, including home screen, iconography, and supporting assets, to give Neo a more modern, cohesive app that matches its evolving brand.

Lead Product Designer · May 2024 – Jul 2025

- **Accounts Redesign:** Established consistent account structures and visual direction across credit, savings, and chequing, improving discoverability and usability and laying the groundwork for future account features.
- **Credit Card Payments:** Simplified statement and payment summaries to clarify balances, payments, and amounts owed, to reduce payment-related calls and increase on-time payments.

- **App Architecture:** Defined navigation, terminology, and reusable patterns across home, profile, and money movement.

Senior Product Designer · Dec 2021 – Apr 2024

- **GIC Experience:** Co-designed a mobile and web GIC experience in three months, spanning onboarding, funding, and term selection.
- **Credit Card Upgrades:** Designed the end-to-end card upgrade experience for customers moving to higher-tier products, aimed at improving upgrade conversion rates.

Product Designer · Dec 2020 – Dec 2021

- **Investment Product:** Helped launch Neo's investment experience, covering accounts, portfolios, and holdings, expanding Neo beyond banking into investing.
- **Automatic Payments:** Designed the end-to-end Autopay experience for credit card payments, helping customers avoid missed payments and late fees.

SkipTheDishes

UX/UI Designer · Jun 2018 – Dec 2020

- **Restaurant App Research & Design:** Conducted on-site restaurant research with a product owner and refined the restaurant app's interface and design system around operational needs.
- **Self-serve Onboarding:** Created and maintained multilingual interactive onboarding tutorials in InVision, designed to help restaurant owners learn independently and reduce support calls.

Skills

Product Strategy, Interaction Design, Information Architecture, Visual Design, Design Systems, Prototyping, Competitive Research, Design QA, Figma, Confluence, Claude, ChatGPT

Education

Graphic Design, RRC Polytech