

Brand Identity
UI/UX
Visual Design

Marlow Mercer

marlow.mercer@gmail.com | 206-765-0253

Portfolio

marlowmercercer.design

Skills

Figma | Brand Identity | Illustration | Conceptual Creative Strategy | UI/UX
Art/Photo/Motion Direction | Visual Storytelling | Web | App | Prototyping
Motion | AI-Assisted Tools | Marketing Campaigns | Social | Email | Signage
Experiential Design | Wayfinding | Events | Swag | Adobe CC | Keynote

Experience

Disney / Senior Visual + Product (UI/UX) Designer

July 2024 - May 2026, SEATTLE, WA (Hybrid)

Lead Creative for Disney Cruise Line's digital signage, driving innovative visual design solutions for user, product, and business challenges. Developed bespoke, multi-faceted interface designs aligned with a range of themed spaces aboard The Disney Adventure. Collaborated closely with Walt Disney Imagineers, product managers, engineers, and senior design leadership.

Developed and launched a complex interactive wayfinding experience to enhance the guest experience aboard The Disney Adventure. Produced proof-of-concept prototypes and continually iterated on the product vision in partnership with third-party vendors and cross-business partners.

Expanded the design system framework across new web pages, purchase flows, and experiential products—leveraging tokens, auto-layout, components, UI patterns, and visual guidelines to scale efficiently across platforms.

Designed landing pages for new product launches, featuring conversion-focused layouts and accelerated by AI workflows using Figma Make. Actively experimenting with additional AI tools throughout the creative process.

Produced and presented pitch decks for marketing and leadership meetings to drive cross-organization alignment.

Marco Polo App / Senior Brand Designer

December 2020- December 2023, SEATTLE, WA (Remote)

Led brand redesign initiative, implementing a fresh visual identity across all channels, including in-app UI and web. Translated brand expression into lifecycle marketing campaigns, leading design from early concept through final execution across digital, print, social, app, email, merchandise, events and out-of-home.

Partnered with the Product Designers to develop a scalable design system in Figma, and produced brand guidelines for art direction, illustration, motion, photography, and typography. Improved workflow efficiencies, collaborating frequently with Product to maintain strict brand consistency in-app.

Launched redesigned web pages, collaborating with Marketing, Content and Developer teams and executing A/B and User Testing to optimize performance. Managed multiple design projects under tight timelines while consistently advocating for elevated, accessible, and innovative creative standards.

Mentored and onboarded junior designers and contractors, and actively contributed to a high-performing, collaborative team culture.

Convoy / Brand Designer

May 2020- December 2020, SEATTLE, WA (Remote)

Designed a customized icon system tailored to the Convoy brand while illustrating original infographics and producing comprehensive digital ad suites.

Developed versatile sales and marketing collateral, including custom presentation templates, PDFs, and one-pagers to support business development initiatives.

Amazon / Visual/UX Designer

July 2016- March 2020, SEATTLE, WA

Translated business objectives and briefs into compelling creative direction for large-scale, cross-channel seasonal marketing campaigns, collaborating closely with Marketing to manage timelines, deliverables, and sponsor integrations.

Art directed in-house photography and created campaign style guides—partnering with storyboard artists, producers, photographers, stylists, and post-production teams to ensure seamless execution across all digital storefronts on Amazon.com.

Oversaw brand compliance and managed a high volume of concurrent projects under tight deadlines, ensuring strict adherence to Amazon's overarching guidelines while maintaining exceptional design quality.

Education

Washington State University / Advertising, Comm. BA
2001 - 2006, PULLMAN, WA

Seattle Central Creative Academy / Graphic Design AA
2014 - 2016, SEATTLE, WA