

# Marco Doelling

Visual Designer | Marketing and Brand Identity Specialist | UX Innovator

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## SUMMARY

- Creative and detail-oriented UI/Visual Designer with 20 years of experience at Microsoft and across the IT industry.
- Proven track record of delivering high-impact design solutions, meeting project deadlines, and driving product launches.
- Skilled in collaborating with cross-functional teams to create intuitive, visually compelling user experiences across desktop, mobile, and web platforms.
- Adept at blending scientific precision with artistic flair to craft icons, brand identities, and design systems that resonate globally.

## CORE SKILLS

- Design Tools: Figma, Adobe Illustrator, Photoshop, Creative Suite
- UI/UX Design: Responsive design for mobile, tablet, and PC
- Design Systems: Components, documentation, style guides, specifications
- User-Centered Design: Personas, user flows, wireframes, interaction mockups
- Branding: Iconography, identity creation, typography, color theory, layout design
- Visual Communication: PowerPoint design, marketing collateral, event banners, swag illustrations
- Platforms: Microsoft Bing, Copilot, Visual Studio, Xbox, Azure AI Studio

## PROFESSIONAL EXPERIENCE

### Graphic Designer (Contract)

Nextant | Microsoft for Startups, Redmond, WA

May 2025 – Present

- Led brand evolution and design system development for AI B2B/startup ecosystem.
- Produced marketing collateral, including one-pagers, social media graphics, case studies, and event materials.

- Collaborated on SharePoint Field Hub portal design for Microsoft AI Business Solutions.

### **Senior Visual Designer (Contract)**

Allovus | Microsoft Redmond, WA

June – Aug, Nov – Dec 2024

- Designed high-fidelity Azure Ignite icons for global marketing campaigns.
- Created new color icons for the M365 Studio Expressions system.
- Developed sub-brand icons for Azure AI Studio's marketing launch.
- Produced presentation assets for senior leadership.

### **Website Designer & Marketing Manager**

Self-Employed, Bothell, WA

Oct 2023 – June 2024

- Designed and maintained website for Hello Nurse IV health clinic.
- Developed marketing collateral, social media campaigns, and brand assets.

### **Senior Visual Designer (Contract)**

Aditi Consulting | Expedia Group, Seattle, WA

Mar – Jun 2022

- Produced e-learning modules and podcasts for the EG Design Team.
- Enhanced internal presentations with compelling visual storytelling.

### **Graphic Designer II (Contract)**

Aquent | Microsoft Visual Studio (VSTS), Redmond, WA

Feb 2017 – Jun 2021

- Designed icons and brand identities for Visual Studio, VS Code, and open-source frameworks.
- Created over 3,000 redesigned product icons for Dev 2020 Visual Studio.
- Refreshed entire icon system for Visual Studio Code (200+ icons).

- Produced event banners and swag illustrations.

### **Senior Illustrator (Freelance)**

Pivotal Communications, Bellevue, WA

Oct 2016 – Jun 2017

- Created digital illustrations and animations showcasing proprietary Wi-Fi technology.

### **Graphic Designer III (Contract)**

MAQ Consulting | Microsoft Bing, Bellevue, WA

Apr – Sept 2016

- Designed icons for Bing's digital agent, Cortana.
- Supported integrated brand strategy and iconography development.

### **Visio Designer (Contract)**

Creative Circle | F5, Seattle, WA

Jan – Apr 2016

- Built custom stencils and templates for developer data visualization.

### **Graphic Designer III (Contract)**

Resource Logistics | HCL Technologies, Redmond, WA

Aug 2015 – Mar 2016

- Designed visual assets for Microsoft marketing campaigns.
- Contributed to the successful launch of the Windows 10 event website (Surface, HoloLens, MS Band, Xbox).

### **Presentation Designer (Contract)**

Creative Circle | Intellectual Ventures, Offsite

Apr 2014 – Dec 2015

- Produced technical illustrations for patented technologies.
- Delivered 20+ patent illustrations under tight deadlines.

### **UX Designer (Contract)**

Comforce | Microsoft Xbox, Redmond, WA

May 2014 – Apr 2015

- Designed new features for Xbox.com Social & Support pages.
- Delivered successful redesign across mobile, tablet, and PC platforms.

*(Work experience before May 2014 available upon request)*

## **EDUCATION**

Rutgers University, New Brunswick, NJ

- Bachelor of Arts

## **LANGUAGES**

- English: Native speaker
- German: Fluent (reading, spoken, written)

## **PORTFOLIO & LINKS**

- Portfolio: [mdoelling-creations.com](http://mdoelling-creations.com)
- LinkedIn: [linkedin.com/in/mdoelling](https://linkedin.com/in/mdoelling)