

Marco Doelling

Visual Designer | Marketing and Brand Identity Specialist

SUMMARY

- Creative, detail-oriented UI/Visual Designer with 20 years of experience at Microsoft and across the IT industry.
- Proven ability to deliver high-impact design solutions, meet deadlines, and support successful product launches.
- Skilled in partnering with cross-functional teams to build intuitive, visually compelling experiences across desktop, mobile, and web.
- Known for blending scientific precision with artistic clarity to create icons, brand identities, and design systems that resonate globally.

CORE SKILLS

- Design Tools: Figma, Adobe Illustrator, Photoshop, Creative Suite
- UI/UX Design: Responsive experiences for mobile, tablet, and desktop
- Design Systems: Components, documentation, style guides, specifications
- User-Centered Design: Personas, user flows, wireframes, interaction mockups
- Branding: Iconography, identity development, typography, color theory, layout design
- Visual Communication: PowerPoint design, marketing collateral, event banners, swag illustration
- Platforms: Visual Studio, Visual Studio Code, Xbox, Azure AI Studio, Microsoft 365, SharePoint, Bing, Copilot, Expedia Group Learning Systems

PROFESSIONAL EXPERIENCE

Graphic Designer (Contract)

Nextant | Microsoft for Startups, Redmond, WA

May 2025 – Present

- Led brand evolution and design system development for an AI-focused B2B/startup ecosystem
- Produced marketing collateral—including paid social media ads, one-pagers, social graphics—for Microsoft AI partners and startup audiences.
- Created event materials for Microsoft Ignite and Build 2026, and Panathēnea 2026.
- Collaborated on SharePoint Field Hub portal design for Microsoft AI Business Solutions and Manager@SharePoint

Senior Visual Designer (Contract)

Allovus | Microsoft Redmond, WA

June – Aug, Nov – Dec 2024

- 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 (outside of regular working hours), Bothell, WA

Oct 2023 – present

- Built and manage Hello Nurse, LLC — my wife's IV hydration clinic — covering everything from operations to branding and digital presence

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)

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).

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 desktop platforms.

(Work experience before 2014 available upon request)

EDUCATION

Rutgers University, New Brunswick, NJ

- Bachelor of Arts

LANGUAGES

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

PORTFOLIO & LINKS

- Portfolio: mdoelling-creations.com
- LinkedIn: <https://linkedin.com/in/mdoelling>