

Marina Guirguis

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Creative and passionate problem solver with a data-driven, detail-oriented approach to optimizing workflows and enhancing user experiences across physical and digital platforms. With over 8 years of professional experience, I excel at developing user-centered solutions and environments through innovative design in various applications. Seeking a fulfilling role where I can apply my unique background, education, leadership skills, and creative problem-solving abilities in urban design and planning, architecture and construction, operational management, UX/UI design and research, or hearing aid technology.

Sales, Design and Purchasing Manager Construction Material Outlet, Fort Myers, FL March 2024 – Current

- Led the transition to a new integrated ERP software, mastering the system quickly, conducting comprehensive one-on-one training for employees, and serving as the primary liaison with Agiliron engineering team to customize the interface per the company's use, resulting in minimized user pain points, enhanced system functionality, and reduced operational errors.
- Developed and implemented a SKU numbering system for thousands of products, which minimized inventory inaccuracies and streamlined warehouse processes, leading to increased overall efficiency.
- Contributed to the creation of Standard Operating Procedures (SOPs), various policy documents, training materials, and contracts, establishing clear guidelines and improving operational consistency.
- Coordinated with the marketing team and website developers on promotional initiatives and site updates, driving increased customer engagement and enhancing online presence.
- Tracked weekly KPIs and generated detailed monthly commission reports, providing insights into sales performance and product management accuracy, which enhanced team motivation and transparency in operations.
- Managed a team of four associates, overseeing customer dispute resolution, lead generation, and the development of new sales strategies, while also reviewing and providing guidance on design project layouts to ensure alignment with client needs and company objectives and quality control.
- Negotiated product costs and selections with multiple vendors and organized targeted training sessions associates, improving vendor relations and team expertise. Designed a margin calculator to accurately price products and evaluate promotions, facilitating strategic pricing decisions and effective sales campaigns.

Design Supervisor Floor & Decor, South Fort Myers, FL April 2023 - March 2024

- Lead, organized, and advocated for a team of five to eight interior designers to receive five-star rated customer service, exceeding design center sales contribution goals from 16% to 32% and opportunity conversion from 19% to 33% within one sales quarter.
- Reviewed designers' projects, sales, and orders, designated and tracked team tasks on Salesforce, designed schedules and appointment availabilities, conducted training sessions, and met with design team one-on-one regularly for career development.
- Designed multiple home interiors for clients with projects ranging from backsplashes to full homes remodels.

Planner II Johnson Engineering, Inc., Fort Myers, FL July 2017 - April 2022, August 2023 – Current

- Responsible for conducting GIS research, analysis, and mapping of environmental, transportation, other existing land use conditions and development trends for the conceptual planning and design of public and private sector projects. Executed projects include but are not limited to aviation and non-aviation airport land conceptual layouts, roadway widening justification, mixed-use walkable developments, feasibility studies, school location planning, and residential community design.
- Directed schematic and conceptual urban design efforts such as preliminary contextual bubble diagrams, roadway cross section design, site layouts, approved master concept plans, greenway planning, and redevelopment alternatives.
- Facilitated public involvement efforts for different projects including neighborhood informational meetings, community planning charrettes, preference surveys, quasi-judicial hearings, and local council hearings. Efforts include designing and preparing handouts, presentations, exhibits, and flyers, setting up meeting spaces, preparing appropriate activities for feedback, public outreach, researching and writing survey questions, and presenting to the public.
- Ensured project deliverables have consistent visual identity, and that material is clear and concise for the intended audience.
- Provided graphic design services and reliable support across multiple departments. Design services ranged from GIS mapping, CAD drafting, Adobe Photoshop rendering, 3D modeling on SketchUp, branding on Adobe Illustrator, and manual sketches.
- Advanced four levels from Planning Technician I to Planner II in company hierarchy over the course of five years, two of which working remotely. Advancement reflected in increased level of involvement, responsibility, and independence of duties listed above. Returned to the company subcontracted on an as-needed basis to work remotely when needed in August 2023.

EDUCATION & CERTIFICATES

Google UX Design Professional Certificate

Google – Coursera – In Progress

Master of Design Sustainable Urban Environments

Northeastern University – Boston, MA – May 2017

Bachelor of Science Architectural Engineering (*Magna Cum Laude*)

The American University in Cairo (AUC) – Cairo, Egypt – June 2016

SKILLS, ABILITIES, & SOFTWARE

Research & Analysis

Remote Collaboration

Interior Design

Management

Problem Solving

Conceptual Design

Customer Service

Adobe Photoshop

Adobe Illustrator

ArcGIS

AutoCAD

Agiliron

Figma

SketchUp

Prototyping

Storyboarding

Wireframing

User Testing

Salesforce

Graphic Design

Microsoft Office

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