Izel Maras
Head of Design at Roon, Sequoia Capital Portfolio Company
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Roon | New York, NY
Head of Design and Creative, Founding Team
March 2022 - Present

- First hire and founding designer at Roon, a platform that allows medical professionals and institutions to create content for patients and allows users to actively engage with trusted sources.
- Led the design and development of Roon's dynamic video-watching experience, creator tools, content catalogs, and AI-powered search and answer engine.
- Contributed to an $8M seed round funding with impactful design initiatives.
- Successfully launched a mobile app with 9,000 sign-ups, covering support for Glioblastoma, ALS, Dementia, and now Fertility.
- Directed branding, design strategy, and helped define product roadmap from conception to launch, delivering an MVP and iOS app with web expansion in under a year and a half.
- Established a robust design system for iOS and Web, simplifying development.

Verizon | New York, NY
Product Design Lead
May 2017 - March 2022

- Designed and launched critical product flows for retail and chatbot.
- As the first visual designer on the Verizon 5G project, I created the national digital campaign announcing 5G Home and designed user flows for setup and purchase.
- Developed and implemented Verizon's first digital Design System, utilized by over 50 million users across the app and web experience, with the app reviewed by 5 million people on the App Store.
- Led a team of four designers on the Verizon Up initiative, creating gamified experiences that boosted app usage by millions through offering event tickets to Verizon users.

frog Design | New York, NY
Visual Designer
September 2015 - February 2017

- Conducted design research and synthesized insights into user journey maps for Samsung and BNY Mellon.
- Extended brand identity across physical formats for T-Mobile and AB In-Bev.
- Created immersive digital experiences for TouchTunes and Verizon.
- Designed BNY Mellon's Wealth Management Website.

Marcelo Coelho Studio | Cambridge, MA
Developer & Designer
July 2014 – August 2015

- Engineered software for Bluetooth-enabled wearables, enhancing social networking and connectivity.
- Designed and implemented comprehensive front-end and back-end systems for advanced wearable functionalities.

Desen Studio | Brooklyn, NY
Co-founder
February 2021 - Present

- Founded an interdisciplinary design studio specializing in graphic design, 3D modeling, sustainable crochet wearables, and digital design.

Tufts University | Medford, MA
B.A. in International Literary and Visual Studies, Computer Science
May 2015