

Access to Experts



Mariana Cavalcanti

Vice President, eCommerce User Experience
Marriott, Inc.

Mariana Cavalcanti is the Vice-President of User Experience for the eCommerce team. She and her 50-person team are charged with continually improving the user experience for Marriott's flagship corporate site, as well the localized, country-specific versions of the site. Since an increasingly larger proportion of Marriott's bookings happen online, her team's expertise -- in user research, interface design, information architecture, and content development -- has become a central part of Marriott's. Mariana studied architecture and graphic design in her native Brazil before coming to the United States to experience firsthand the Internet boom of the 1990s.

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