

DANIELLE MARTIN (she/her)

Brooklyn, NY 11221 | 781-718-9230 | dschmartin.ux@gmail.com | [linkedin.com/in/dschmartin](https://www.linkedin.com/in/dschmartin) | [dschmartin.com](https://www.dschmartin.com)*

VISUAL DESIGNER

Creative Visual Designer with 10+ years of experience in visual design, branding, and digital media, and 6 years in UX Design. Known for crafting compelling visuals that align business goals with artistic vision across print and digital platforms. Brings a multidisciplinary background in UX/UI, education, and research to develop thoughtful & focused design. Recognized for creative leadership, collaborative communication, and a commitment to elevating brand storytelling through design.

SKILLS

Design:	Graphic Design, Digital Illustrations, Line art, clip art, flyers, posters, cuts and bleeds, UX Design, UI Design, Product Design, Visual Design, Graphic Design, Accessibility, Design Audits, UX Audits, Typography, Hierarchy, Prototyping, Design Specifications, UX Writing, Copy Writing, Marketing, Color Theory, Branding
Software and Tools:	Figma, Adobe Creative Suite, Canva, FigJam, Confluence, Trello, Atlassian, Google Suite, Zoom, Slack, Teams, Zoho, Mira, Mural, Airtable, iOS, Mac OS, Android, PC, Wix, Squarespace, ChatGPT, AI, Canvas, Maze, Optimal Workshop, UserTesting, UserZoom
Soft Skills:	Empathy, Adaptable, Simplifies Complex Situations/Methods, Organizational Skills, Presentations, Consistent, Calm Under Pressure, Growth Mindset, Energetic, Self-Motivation, Communication, Prioritization, Leadership, Oral & Written Communication, Ability To Meet Deadlines

PROFESSIONAL EXPERIENCE

Upright Education, Chegg, General Assembly | Remote

Lead UX/UI Design Instructor

12/2019–Present

Teaching UX/UI Design courses, focusing on fundamentals, tools, and methods to help career-changers build skills and portfolios through client and course projects. Collaborating with cross-functional teams to ensure student and client success.

- Taught design principles including color theory, composition, and branding fundamentals.
- Guided students in developing high-quality visual portfolios and client-facing design projects.
- Mentored junior designers and created visual curriculum materials and templates.
- Graduation Rate: 90%; Alumni Success Rate (alumni with UX/UI careers today): 92.33%

DMSM Consulting | Remote, Freelance

UX and Product Specialist

08/2016–Present

Delivered end-to-end design solutions for large and small businesses, startups, and nonprofits, including research, branding, digital ads, social media assets, and website UI.

- Designing graphics and creating original illustrations to sell on merchandise.
- Leading visual branding and UX strategy for products like *Martian Pets* and *Zentilly Lace & More*.
- Designing marketing materials to use on Zoom backgrounds, flyers,
- Creating and editing advertisement and educational videos for organizations like *Alexion* and *The Study Shack*.
- Audited websites for accessibility and design improvements, providing design recommendations to create a more user-friendly experience for [browngrotta arts](#) and *The Grotta House*.
- Enhancing operational efficiency by implementing branding, optimizing workflows, communication, and user interactions, resulting in 400% increase in user completion for redesigned onboarding course for *The Study Shack*.

Whale and Dolphin Conservation | Remote

Photographer & Graphic Designer

05/2017–07/2019

- Created illustration for merchandise to be used for 7 years.
- Designed educational and promotional materials for social media for marine conservation campaigns.
- Collaborated with researchers and program staff to visually communicate scientific data and awareness messages.

Captain John Boats | Plymouth, MA

Photographer & Graphic Designer

05/2016–07/2019

- Led photography team for eco-tourism company through photography.
- Designed motif to be used on photography team uniforms.
- Created on-site marketing materials and collaborated on print/photo product layouts.
- Delivered hundreds of branded image sets capturing marine life and scenic experiences.

Westfield State University | Westfield, MA

Photographer & Graphic Designer

08/2017–12/2017

- Created digital and print assets for campus departments and student events, including flyers, posters, brochures, and social media graphics.
- Collaborated with university staff and student organizations to align visuals with brand guidelines and event goals.
- Gained hands-on experience with Adobe Creative Suite, particularly Illustrator, Photoshop, and InDesign.
- Participated in feedback cycles and refined design work based on stakeholder input and print production standards.

PROFESSIONAL ASSOCIATIONS

Lead Visual and UX Designer | *Social Cause Organization* | Remote, Volunteer 05/2024–08/2024

- Partnered with the Creative Director and Lead Developer to redesign an educational WordPress website.
- Used existing branding for website redesign; flipped hierarchy of color scheme to focus mainly on the lighter colors of their palette as backgrounds instead of the darker colors to better fit the welcoming nature of the organization.
- Created low-, mid-, and high-fidelity designs in Figma, then exported to Zeplin for development specifications.

NYC UXPA | Remote 12/2020–04/2024

- **Vice President** 02/2022–04/2024
Led local nonprofit organization with President, Secretary, and 4 board members, providing space for education, support, and networking for UX and tech professionals.
- **Director of Events and Communications** 12/2020–05/2023
Led team of 5 designers to create UX- and tech-centered events and digital media content. Used Figma to design advertisements for social media and within the Slack community.

Fathom | 2011 – 2013

Editor-in-Chief, *Fathom Literary & Arts Magazine*

- Led editorial direction and production of the university's student-run literary and arts magazine, overseeing content curation, visual layout, and publication.
- Designed magazine layouts using Adobe InDesign, ensuring cohesive visual storytelling across each issue.
- Edited fiction, poetry, and essays in collaboration with student contributors to enhance clarity and creative impact.
- Mentored a team of editors and designers while coordinating writing competitions and outreach with local high schools to promote emerging voices. Researched creative trends and introduced new features to expand the magazine's reach and ensure each issue resonated with its audience.

AWARDS & PUBLICATIONS

Awards

- *1st Place, Graphic Design* – “Dovely,” Westfield State Art Show, May 2017
- *2nd Place, Drawing* – “Not to Be,” Westfield State Art Show, May 2017
- *1st Place, Photography* – “Luminaria,” Scituate 375th Anniversary Art Show, May 2011

Publications

- *Published Artist* – “Dovely,” *Persona* (literary magazine), May 2018

Publications, *continued*

- *Published Photographer* – “Heart of Darkness,” *Fathom* (literary magazine), May 2013
- *Published Author* – “The Island,” *Fathom* (literary magazine), May 2012
- *Published Photographer* – “Serenity of Summer,” *Fathom* (literary magazine), May 2011
- *Published Photographer* – “Luminaria,” *Scituate 375th Anniversary Collection*, May 2011

EDUCATION / CERTIFICATES

Certificate, UX Design | *General Assembly* Completed 10/2019

- Completed a 10-week immersive UX Design course, delivering five UX/UI projects. Work included restructuring a gallery website's information architecture, redesigning a responsive site for a physical therapy educator, and serving as Scrum Master for two team projects.

Westfield State University

Bachelor of Arts (B.A.) in Art, Concentration in Graphic Design

- Studied Art with a concentration in graphic design, creating a new board game, brand design for a musician, and designing a mental health campaign with a team of designers.

**All underlined items are clickable: contact information or links to case studies.*