

DANIELLE MARTIN (she/her)

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UX DESIGNER

Highly skilled and experienced UX/UI and product professional with 5 years of expertise in UX Design and Research as well as over 10 years of experience in research, design, and leadership roles. Leverages extensive industry knowledge coupled with strong creative and writing skills to excel in uncovering user and business pain points, needs, and goals.

PROFESSIONAL EXPERIENCE

Freelance | Remote

UX and Product Specialist

08/2019—Present

Freelance projects with a variety of 15+ different businesses to conduct user interviews and tests, design audits, competitive analysis, and more, to deliver data and recommendations to the client.

Highlights Include:

- **Product Designer** | *Martian Pets* 02/2024—Present
 - Leading research and design for a new business, collaborating with the client. Conducting competitive analysis, building sitemaps, and sketching wireframes, mockups, prototypes, and branding.
- **Product Designer** | *Zentilly Lace & More* 03/2024—04/2024
 - Redesigned existing website on Wix to make it responsive and contemporary. Conducted competitive analysis and card sorting to restructure sitemap and information architecture and design mockups.
- **Senior UX Researcher** | *General Assembly* 01/2022—03/2022
 - Collaborated with in-house UX Researcher to discover and define pain points and growth opportunities for internal software as a service (SaaS) platform.
- **Senior User Researcher** | *Code and Theory* 08/2021—10/2021
 - Led moderated preference and concept tests, synthesized testing data, and delivered insights and recommendations to Fortune 500 clients in finance, health, and tech sectors.

Chegg | Remote

Lead UX/UI Design Instructor

02/2023—02/2024

Taught and mentored 50+ UX/UI students in advanced half of course at Chegg Skills, ensuring student success and lesson quality through close collaboration with instructors.

- Collaborated with the instructional design and career coach teams to develop and execute a hackathon. Created personas for participant use during the project, and judged projects for the event.
- Redesigned the portfolio-building project for students to create and launch their UX portfolios within 1 week. Introduced new lessons, workshops, peer-driven critiques, and mock hiring manager presentations.
- Recorded lesson plans in daily playbooks organized by each week. Playbooks outlined the timing of lessons and activities, as well as listed links to lesson decks and necessary resources like videos and articles.

PlecoSystems Inc. | New York, NY

Senior UX/UI Designer

03/2022—09/2022

Worked closely with business analysts and clients to create or redesign products based on client requests and user needs.

- Conducted user interviews and competitive research to recommend new internal company operations, leading to the restructuring of HR and project management operations.
- Identified primary user and beneficiary of mortgage loan underwriter CMS and AI chatbot, uncovering user pain points, behaviors, needs, and goals through market and user research. This new understanding allowed designers to know what to have the AI chatbot know, and what the user needs for managing their workload.

General Assembly

Lead UX Design Instructor | Remote

11/2021—04/2022

Educated and supported 14 UX Design students, while mentoring 2 instructional associates.

- Partnered with curriculum coordinators, aligning student and instructor experiences at each campus.
- Collaborated with the instructional design team to redesign lesson plans for the new part-time course.
- Redesigned the User Flow lesson for the part-time course, leading to all students better understanding the deliverable.

UX Design Instructional Associate | New York, New York

12/2019—04/2021

Mentored and supported 100+ students in full and part-time UX Design courses while vetting clients for capstone projects.

- Restructured responsibilities for the client-vetting role, leading to a team-wide understanding of the role and tasks.
- Created and nurtured relationships between project clients and General Assembly, leading to long term partnerships.

PROFESSIONAL ASSOCIATIONS

NYC UXPA | Remote 12/2020—Present
Director of Research 10/2022—Present
 Leading research and project management in projects including research on current trends and auditing organization website.

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.

Dorson Community Foundation | Remote
Lead UX Researcher 09/2020—01/2021
 Conducted user interviews and usability testing on donation and navigation experiences.

- Hosted sketching and feature ideation workshop for cross-functional team, including clients and stakeholders, leading to designing mockups and prototypes.
- Led efforts in improving accessibility and credibility alignment between organization and product. Based on tests of the previous design and the new design, 100% of users trusted the new design more than the previous based solely on its branding and display of information.

EDUCATION / CERTIFICATES

Westfield State University

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

- Studied Art with 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.

Certificate, UX Design | *General Assembly* Completed 10/2019
 • Studied and completed 5 UX/UI projects in a 10-week UX Design course, including redesigning the information architecture of the Neue Galerie's website and collaborating with Apply EBP to redesign their responsive website.

Certificate, Be There | *Jack.org* Completed 07/2022
 • Completed online course focusing on empathy, vulnerability, and supporting colleagues through hardships to foster a compassionate workplace environment.

SKILLS

Research: UX Research, User Research, UX Strategy, Research Strategy, Market Research, Industry Research, Research Roadmaps & Plans, Usability Testing, Preference Testing, Validation Testing, Concept Testing, Competitive Analysis, Interviews, Surveys, Synthesis, Analysis, Personas, Quantitative Research, Qualitative Research, Heuristics Analysis, Information Architecture, 5 Second Testing

Design: UX Design, UI Design, Product Design, Graphic Design, Accessibility Audits, Design Audits, UX Audits, Color Theory, Typography, Hierarchy, Prototyping, UX Writing, Copy Writing, Writing, Marketing

Project Management: Agile UX, Sprints, Kanban, Scrum, Feature Prioritization, Leadership, Coaching

Software and Tools: Figma, FigJam, Confluence, Trello, Atlassian, Jira, Adobe Creative Suite, Microsoft Office, Google Suite, Zoom, Slack, Zoho, Mira, Mural, Airtable, iOS, Mac OS, Android, PC, Wix, Squarespace