

DANIELLE MARTIN (she/her)

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USER RESEARCH & UX/UI DESIGN

Accomplished UX/UI Designer & Researcher with 5+ years in UX and 10+ years in design and leadership roles. Known for aligning business and user goals to drive innovation, mentoring teams, and designing intuitive solutions that enhance user experiences and elevate business success across industries.

SKILLS

Research:	UX Research, User Research, UX Strategy, Research Strategy, Market Research, Industry Research, User Testing, Competitive Analysis, Interviews, Surveys, Synthesis, Analysis, Personas, Quantitative Research, Qualitative Research, Heuristics Analysis, Information Architecture
Design:	UX Design, UI Design, Product Design, Visual Design, Graphic Design, Accessibility, Design Audits, UX Audits, Typography, Hierarchy, Prototyping, Design Specifications, UX Writing, Copy Writing, Writing, Marketing, Color Theory, Branding
Project Management:	Project Proposals, Statements of Work, Project Roadmaps, Agile, Sprints, Kanban, Scrum, Feature Prioritization, Leadership, Oral & Written Communication, Ability To Meet Deadlines
Software and Tools:	Figma, FigJam, Confluence, Trello, Atlassian, Adobe Creative Suite, Google Suite, Zoom, Slack, Teams, Zoho, Mira, Mural, Airtable, iOS, Mac OS, Android, PC, Wix, Squarespace, ChatGPT, AI, 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

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.

- Mentoring students as both instructor and acting project manager, resulting in current project success rate of 100%.
- Implemented lessons on user flows, feature prioritization, project proposals, roadmaps, and building case studies.
- Designing and delivering bonus lessons on Information Architecture, Card Sorting, and Tree Testing.
- Approximate number of students to date: 150+
- **Graduation & Alumni Success Rates:**
 - Upright Education: Graduation Rate: 80% | Alumni Success Rate (alumni with UX/UI careers today): 92%
 - Chegg: Graduation Rate: 95% | Alumni Success Rate: 93%
 - General Assembly: Graduation Rate: 94% | Alumni Success Rate: 92%

DMSM Consulting | Remote, Freelance

UX and Product Specialist 08/2019–Present

Freelance and contract projects, conducting user research, design audits, competitive analyses, wireframing, prototyping.

- **Business & Digital Operations Specialist | The Study Shack** 02/2025–Present
 - Enhancing operational efficiency by optimizing workflows, communication systems, and user interactions, resulting in a 400% increase in user completion for the redesigned onboarding course.
 - Leading content and onboarding design to improve user journeys, brand consistency, and engagement.
- **UX/UI Designer & Website Builder | Zentilly Lace & More** 03/2024–04/2024
 - Redesigned a responsive website to enhance traffic, credibility, and user engagement, leading to a 38% increase in sales for classes, memberships, and workshops within three months post-launch.
 - Created low-, medium-, and high-fidelity desings in Figma, then translated to Wix for launch.
- **Senior Visual Designer, UX Researcher, Video Editor | Plecosystems Inc.** 03/2022–09/2022
 - Collaborated with UX team and Lead and business analysts to conduct user research and create/redesign products.
 - Collaborated with business analysts to design AI chatbot for mortgage loan underwriters' clients, streamlining administrative tasks and allowing underwriters to focus on critical activities like signing deeds and processing loan applications. This involved identifying key user pain points in loan underwriter AI chatbot, teaching AI user needs and priorities.
 - Conducted user and competitive research around business operations, resulting in reorganization of business, project, and HR operations and foundation of UX Research team.

- Senior User Researcher | *Code and Theory, Contract*** 08/2021– 10/2021
 Collaborated on two cross-functional teams simultaneously for 3-month contract to deliver design and product recommendations based on user research led by me.
 - Led preference testing comparing two JP Morgan UI designs with a competitor's, with 80% of users preferring one of JP Morgan's designs for its readability, achieving a satisfaction score of 75%.
 - Found 70% success in UI navigation and 100% trust in the preferred JP Morgan design, even without branding, highlighting strong credibility association.
 - Identified user needs for clearer text and navigation, prompting recommendations for improved accessibility, scrollability, and information architecture.
 - Conducted concept testing for Henry Schein's personalized ordering dashboard for office managers, providing critical insights that validated the design and drove the inclusion of new features, such as item dimensions, enhancing usability.
- UX Researcher & Designer | *TAILORU Collective, Freelance*** 01/2021–08/2021
 Led user research and design projects, collaborating with cross-functional teams and clients. Key achievements include:
 - Conducted usability tests for the fashion AR & e-commerce alpha iOS app LODE AR. Identified critical bugs and user preferences, with 100% of users expressing interest in using the app again, provided bugs were fixed and improvements made.
 - Audited websites for accessibility and design improvements, leading to a significant increase in accessibility scores and a more user-friendly experience for browngrotta arts and The Grotta House.
 - Led research and design for the Collekt. art collection CMS web application, conducting interviews with clients, stakeholders, and target users to ensure the product featured relevant, useful capabilities without cluttering their growing collections.

PROFESSIONAL ASSOCIATIONS

- Lead UX/UI Designer | *Social Cause Organization* | Remote, Volunteer** 05/2024–08/2024
- Partnered with Creative Director and Lead Developer to redesign an educational WordPress website.
 - Created low-, mid-, and high-fidelity designs in Figma, then exported to Zeplin for development specifications.
- NYC UXPA | Remote** 12/2020–04/2024
- Director of Research** 10/2022–04/2024
 Led research team and project planning for ongoing research projects, and an audit of the NYC UXPA 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. Used Figma to create advertisements for social media and within the Slack community.
- Lead UX Researcher | *Dorson Community Foundation* | Remote, Volunteer** 09/2020–01/2021
- Led user interviews and usability testing to improve donation flow and site navigation.
 - Facilitated sketching and ideation workshop with cross-functional team, aligning stakeholders on wireframe layouts.
 - Testing showed 100% of users preferred the new design due to enhanced branding and information clarity.

EDUCATION / CERTIFICATES

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.

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.