

DANIELLE SCHMITZ MARTIN | UX RESEARCHER

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UX Research • User Research • Service Design • Business Research • UX Writing • Interviewing • Project Management • Analysis • Synthesis • Heuristics Analysis • Information Architecture • Competitive Analysis • Wireframes • Prototyping • Sketch • Figma • InVision • Storytelling • Design Thinking • Instruction • Leadership

Professional Experience

User Experience Design Lead Instructor | General Assembly | November 2021—Ongoing

- Lecture and provide examples on UX Design and Research subjects including design process, research methods, interaction design, usability and concept testing, and visual design principles.
- Update, write, and create new and existing lesson plans and activities to align with current industry practices and standards.
- Mentor students through their course work and how to apply it to their current roles.
- Manage and mentor UX instructional associates with course work.
- *More information about previous UX Design Instruction with General Assembly available upon request.*

Senior User Researcher | Code and Theory | August 2021—October 2021

- Led user research, synthesis, analysis, and scoping efforts for multiple projects with various clients in the finance and medical fields.
- Led usability tests, concept tests, concept validation tests, and user interviews with relevant users to gain insight and collect data on value and usability of concepted plans for upcoming and existing designs.
- Provided peer feedback in biweekly meetings with fellow User Researchers, Interaction Designers, and Content Strategists on design, research, and project approaches.

Lead UX Researcher and Mentor | TAILORU Collective | January 2021—Present

- Led UX research efforts in UX projects with various clients from the fashion, Augmented Reality, arts, nonprofit, and social media spaces and industries.
- Led UX-centered workshops with clients to engage them in the process.
- Led and co-led UX research and UX design accessibility workshops for peers and fellow UX practitioners.
- Partnered and worked with clients on their digital products centered around the human experience.

Director of Event Programming Committee | NYC UXPA | December 2020—Present

- Led efforts in UX-centered and tech-centered events in terms of planning, scheduling, copy writing, and recruiting of volunteers and speakers.
- Led team efforts in event planning, fundraising, and community building centered around the New York City UX and tech communities.

Lead Researcher and Designer | General Assembly, Recycle NYC | September 2019—2020

- *More information available upon request.*

Educational Experience

User Experience Design Immersive | Certificate | General Assembly

Bachelor of Arts in Art, Concentration in Graphic Design | Westfield State University