

DANIELLE MARTIN (SHE/HER)

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ABOUT

With 4+ years of UX experience and 10+ years of research, design, and leadership experience, I have extensive industry knowledge alongside strong creative and writing skills. These experiences and my knowledge drive me to creatively and efficiently uncover user and business pain points, needs, and goals.

PROFESSIONAL EXPERIENCE*

Lead UX/UI Design Instructor, Chegg; Contract, February 2023—Present

- Leading, teaching, and mentoring UX/UI students in the advanced half of their course at Chegg Skills.
- Working closely with instructor partner to ensure student success, lesson quality, and consistency.
- Updating lessons and creating new educational activities. Highlights include User Flow and Team-Building Activity, MoSCoW Mapping, User Survey & Interview Preparations, Project Critiques, Brand x Film Archetype Brainstorming.
- Collaborating with Careers Team to create, plan, and execute workshops for alumni and students.

Freelance UX Researcher and Designer; Freelance, August 2019—Present

- *Highlights include:*

Martin Pets, UX Designer (Current Project)

- Leading efforts in research and design, working alongside client in creating a new business.
- Conducting competitive analysis and building sitemaps and user flows for new business.
- Sketching and designing wireframes, mockups, prototypes, and style guide for new business.

General Assembly

- **Senior UX Researcher** - Collaborated with in-house UX Researcher to discover and define pain points and growth opportunities for internal SaaS platform.
- **Service Designer and Project Manager** - Collaborated with instructional team, career coaches, and alumni while leading junior researchers and designers to uncover customer pain points and present recommendations to better support students with ADHD.

Code and Theory, Senior User Researcher

- Conducted preference and concept tests, synthesized unmoderated testing data, and presented findings and recommendations to Fortune 500 clients in financial, health, and tech industries.

TAILORU Collective, Senior UX Researcher

- Interviewed relevant users and designed new Content Management System (CMS) for item tracking, sales, purchases, and donations.

Senior UX Researcher and Designer, Plecosystems Inc.; Laid off, March—September 2022

- Conducted user interviews and competitive research to provide data-driven validation points and recommendations surrounding current and potential internal company operations.
- Discovered and defined main pain points, behaviors, needs, and goals of the primary user of a new digital product through user and industry research and synthesis.

Lead UX Design Instructor, General Assembly; Contract, November 2021—April 2022

- Educated and supported UX Design students in their career-changing course, and managed and mentored instructional associates in their careers and their work with students.
- Collaborated with instructional design team to update lesson plans, lectures, and activities to align with current UX industry practices and trends.
- Partnered with curriculum coordinators to align student and instructor experiences in all UX courses.

UX Design Instructional Associate, General Assembly; *Contract, December 2019—April 2021*

- Mentored and supported students in full and part-time UX Design courses, as well as Workshops.
- Aided in the 2020 redesign of the UX Design Immersive curriculum.
- Redesigned information architecture of internal knowledge management, task flows, and file structure through card-sorting and tree testing.

VOLUNTEER EXPERIENCE*

Vice President, NYC UXPA; February 2022—Present

- Leading organization alongside the President and Secretary and members of the board.
- Providing space for education, support, and connection for UX and tech professionals to learn more about the industry and connect with others outside their current and past work and educational environments.

Member of the Board, NYC UXPA; December 2020—Present

- *Some highlights:*

Director of Research

- Leading a team in research and project management efforts in a variety of research projects, from current UX trends and best practices to redesigning the Mentorship Program.

Director of Events and Communications; December 2020—May 2023

- Leading a team in efforts to create and produce UX-centered and tech-centered events, social media content, UX and career-centered articles, and copy writing.
- Creating and curating content for social media and content sharing platforms to aid the non-profit organization in the mission to be a community of industry thought leaders.

Lead UX Researcher, Dorson Community Foundation; September 2020—January 2021

- Conducted tree testing, user interviews, and usability testing on the donation and navigation experiences.
- Led a design studio (a sketching and feature ideation workshop) between UX researchers, designers, developers, clients, and stakeholders.
- Led efforts in increasing accessibility and validating credibility alignment between organization and product.

EDUCATION & CERTIFICATES

General Assembly — *Certificate of Completion, UX Design*

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

Jack.org — *Be There Certificate*

SKILLS

UX Research, User Research, UX Design, Product Design, UI Design, Project Management, UX Strategy, Research Strategy, Market Research, Industry Research, Research Roadmaps & Plans, Accessibility Audits, Design Audits, UX Audits, Color Theory, Typography, Hierarchy, Prototyping, Usability Testing, Validation Testing, Concept Testing, Competitive Analysis, Interviews, Surveys, Synthesis, Analysis, Storytelling, Personas, Quantitative Research, Qualitative Research, Market Research, Industry Research, Enterprise Research, Presentations, Company Operations, Heuristics Analysis, Information Architecture, UX Writing, Copy Writing, Writing, Client Relations, Presentations, Marketing, Communications, Curiosity, Creativity, Empathy, Teamwork, Communication, Leadership, Mentorship, Design Thinking, Growth Mindset, Problem Solving, Self-Starting, Organization, Fast-Learning, Mindfulness, Figma, FigJam, Confluence, Trello, Atlassian, Jira, Adobe Creative Suite, Microsoft Office, Google Suite, Zoom, Slack, Zoho, Mira, Mural, Airtable, iOS, Android, Mac OS

* *More information available upon request*

