

# 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 — *More information available upon request*

### Senior UX Researcher and Designer, Plecosystems Inc — March-Sept. 2022

*Laid off for financial reasons*

- Created and organized a designated UX Research department with probable project plans that explore how to expand, broaden, and improve their users' experiences through research, data, and insights.
- Conducted user interviews and competitive research to provide data-driven validation points and recommendations surrounding current and potential internal company operations.
- Discovered and defined the main pain points, behaviors, needs, and goals of the primary user of a new digital product through user and industry research and synthesis.
- Synthesized data and insights from validation tests of a redesigned digital service, and delivered data-based recommendations and validation points to the client and stakeholders.

### UX Design Lead Instructor, General Assembly — November 2021-April 2022

*Contract*

- Lectured and provided real-life examples on UX Design and Research subjects, including design process and thinking, research methods, usability testing, and design principles.
- Updated and curated lesson plans, lectures, and activities to align with current UX industry practices.
- Partnered with curriculum content coordinators to align all UX courses for all student, instructor, and associate experiences.

### Freelance Senior UX Researcher and Designer — August 2019-March 2022

*Freelance*

- Created a network of freelance projects with a variety of different businesses and products.
- Conducted usability research and testing, design audits, and competitive research to discover, define, and deliver insights, data, and recommendations to benefit both the end user and the business.
- *Some highlights:*

#### **General Assembly, Senior UX Researcher**

- Collaborated with a team of researchers to discover and define pain points and growth opportunities for internal SaaS platform.
- Researched and redesigned internal processes, information architecture, and process flows of how the new UX Client Partnerships Associate role will function within internal team.

#### **Code and Theory, Senior User Researcher**

- Collaborated with a large team to conduct preference tests, concept tests, and synthesize usability testing data from unmoderated tests, all in the financial, dental, health, and technology industries.

#### **TAILORU Collective, Senior UX Researcher**

- Collaborated with different teams of UX practitioners and UI designers to conduct end-to-end UX design projects with clients in the automobile, arts, crafts, fashion, VR, AR, and nonprofit sectors.

- Researched and designed new Content Management System (CMS) based on art collection tracking, sales, purchases, and donations of pieces.

#### **CUUP, Senior UX Designer**

- Conducted an accessibility audit and heuristics analysis of responsive website and new feature.

### **VOLUNTEER EXPERIENCE** — *More information available upon request*

#### **Vice President, NYC UXPA — February 2022-Present**

- Lead organization alongside the President and Secretary and members of the board.
- Build and strengthening the UX and tech community of the New York, New Jersey, and Connecticut areas.
- Provide 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**

- Collaborate with members of the board and officers in leading and supporting the organization through thought and action leadership, mentorship, decision making, fundraising, and more.
- *Some highlights:*
  - **Director of Research**
    - Leading a team in research and project management efforts in discovering and defining current UX industry standards in cities around the United States to deliver data to the UX community nation-wide.
  - **Director of Events and Communications**
    - 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.
    - Created and curated 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 research on donation and website navigation experiences of active nonprofit donors through heuristics analysis, tree testing, user interviews, and usability testing.
- Led design studio between UX researchers, UX designers, developers, and stakeholders.
- Led efforts in increasing accessibility and validating credibility.

## **EDUCATION**

### **General Assembly — Certificate of Completion, UX Design**

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

## **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, 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, Figma, Confluence, Trello, Atlassian, Jira, Adobe Creative Suite, Microsoft Office, Google Suite, Zoom, Slack, Zoho, iOS, Android, Teamwork, Communication, Leadership, Mentorship, Design Thinking, Growth Mindset, Problem Solving, Self-Starting, Organization, Fast-Learning, Mindfulness, Curiosity, Creativity, Empathy