

DANIELLE MARTIN (she/her)

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GRAPHIC DESIGN & UX/UI DESIGN

Creative Graphic Designer with 10+ years of experience in visual design, branding, and digital media. Known for crafting compelling visuals that align business goals with artistic vision across print and digital platforms. Brings a multidisciplinary background in UX/UI, education, and research to develop thoughtful, user-focused design solutions. Recognized for creative leadership, collaborative communication, and a commitment to elevating brand storytelling through design.

SKILLS

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
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
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, Adobe Creative Suite, Canva, FigJam, Confluence, Trello, Atlassian, Google Suite, Zoom, Slack, Teams, Zoho, Mira, Mural, Airtable, iOS, Mac OS, Android, PC, Wix, Squarespace, ChatGPT, AI, Canvas, 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

The Study Shack | New York, New York

Social Media Manager & Digital Operations Specialist

02/2025—Present

- Created a Meta post around Snapple Cap facts around study facts and the company to promote mission and services.
- Enhancing operational efficiency by implementing branding, optimizing workflows, communication systems, and user interactions, resulting in a 400% increase in user completion for the redesigned onboarding course.
- Leading content and social media to improve brand consistency, engagement, and digital presence.

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.

- Taught design principles including color theory, composition, and branding fundamentals.
- Guided students in developing high-quality visual portfolios and client-facing design projects.
- Mentored junior designers and created visual curriculum materials and templates.
- **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

08/2016—Present

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

- Delivered end-to-end design solutions for large and small businesses, startups, and nonprofits, including branding, digital ads, social media assets, and website UI.
- Led visual branding and UX strategy for projects like *Martian Pets* and *Zentilly Lace & More*.
- Used platforms like Wix and Figma to build responsive, visually cohesive web experiences.
- Collaborated with clients on mood boards, wireframes, and mockups to align visuals with brand identity.
- Designed Zoom backgrounds and advertisement videos for healthcare organization *Alexion* with high praise and celebration from client and design team.
- Audited websites for accessibility and design improvements, leading to a significant increase in accessibility scores and a more user-friendly experience for [browngrotta arts](https://www.browngrottaarts.com) and The Grotta House.
- Designing graphics and creating original illustrations to sell on tshirts, hats, mugs, and more.

Whale and Dolphin Conservation | Remote

Photographer & Graphic Designer

05/2017–07/2019

- Created illustration for merchandise to be used for 7 years.
- Designed educational and promotional materials for social media for marine conservation campaigns.
- Collaborated with researchers and program staff to visually communicate scientific data and awareness messages.

Captain John Boats | Plymouth, MA**Photographer & Graphic Designer**

05/2016–07/2019

- Led photography team for eco-tourism company through photography.
- Designed motif to be used on photography team uniforms.
- Created on-site marketing materials and collaborated on print/photo product layouts.
- Delivered hundreds of branded image sets capturing marine life and scenic experiences.

PROFESSIONAL ASSOCIATIONS**Lead Visual and UX Designer** | *Social Cause Organization* | Remote, Volunteer

05/2024–08/2024

- Partnered with the Creative Director and Lead Developer to redesign an educational WordPress website.
- Used existing branding for website redesign; flipped hierarchy of color scheme to focus mainly on the lighter colors of their palette as backgrounds instead of the darker colors to better fit the welcoming nature of the organization.
- Created low-, mid-, and high-fidelity designs in Figma, then exported to Zeplin for development specifications.

NYC UXPA | Remote

12/2020–04/2024

- **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 design advertisements for social media and within the Slack community.

AWARDS & PUBLICATIONS**Awards**

- 1st Place, Graphic Design – “Dovely,” Westfield State Art Show, May 2017
- 2nd Place, Drawing – “Not to Be,” Westfield State Art Show, May 2017
- 1st Place, Photography – “Luminaria,” Scituate 375th Anniversary Art Show, May 2011

Publications

- Published Artist – “Dovely,” *Persona* (literary magazine), May 2018
- Published Photographer – “Heart of Darkness,” *Fathom* (literary magazine), May 2013
- Published Author – “The Island,” *Fathom* (literary magazine), May 2012
- Published Photographer – “Serenity of Summer,” *Fathom* (literary magazine), May 2011
- Published Photographer – “Luminaria,” *Scituate 375th Anniversary Collection*, May 2011

EDUCATION / CERTIFICATES**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.

*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.