

DANIELLE MARTIN (SHE/HER)

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Highly skilled and experienced UX and product professional with 5 years of expertise in UX Design and Research as well as over 10 years of experience in research, design, and leadership roles. My extensive industry knowledge coupled with my strong creative and writing skills enable me to excel in uncovering user and business pain points, needs, and goals in a creative and efficient manner.

PROFESSIONAL EXPERIENCE

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

- Teaching and mentoring UX/UI students in the advanced half of their course at Chegg Skills.
- Ensured student success and lesson quality through close collaboration with instructors.
- Collaborating with Careers team to create, plan, and execute workshops and hackathons for alumni.
- Developing and updating curriculum alongside Careers and Instructional Design teams.

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

- *Highlights include:*

Martian Pets, Product Designer; Current

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

General Assembly

- **Senior UX Researcher** - Collaborated with in-house UX Researcher to discover and define pain points and growth opportunities for internal software as a service (SaaS) platform.
- **Service Designer and Project Manager** - Worked with cross-functional teams, led researchers to identify customer pain points, and presented recommendations to clients and stakeholders to improve student disability support.

Code and Theory, Senior User Researcher

- Led moderated preference and concept tests, synthesized testing data, and delivered insights and recommendations to Fortune 500 clients in finance, health, and tech sectors.

Senior UX/UI Designer, Plecosystems Inc.; Full Time, Laid off, March—September 2022

- Conducted user interviews and competitive research to recommend new internal company operations.
- Identified primary user of mortgage loan underwriter CMS, and uncovered their pain points, behaviors, needs, and goals through market and user research.
- Collaborated with designers to design new mortgage loan application service and underwriter AI chatbot.

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

- Educated and supported UX Design students in their course, and mentored instructional associates.
- Collaborated with instructional design team to update curriculum to align with current practices and trends.
- Partnered with curriculum coordinators to align student and instructor experiences at each campus.

UX Design Instructional Associate, General Assembly; Full Time, December 2019—April 2021

- Mentored and supported students in full and part-time UX Design courses.
- Restructured responsibilities for existing role to recruit and hire clients for student capstone projects.
- Redesigned knowledge management information architecture through card-sorting and tree testing.

Graphic Designer, Westfield State University Dive; Internship, September—December 2017

- Partnered with Diversity and Inclusion Department, Urban Education Program, Multimedia Club, and Photography Club to create marketing campaigns for upcoming events, ceremonies, news, and programs.

PROFESSIONAL ASSOCIATIONS

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

Vice President; *Since February 2022*

- Leading organization alongside the President and Secretary and members of the board.
- Providing space for education, support, and networking for UX and tech professionals.

Director of Research; *Since October 2022*

- 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*

- Led team of designers to create UX-and tech-centered events and digital media content.

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

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

Graphic Designer, Whale and Dolphin Conservation; *July 2018—August 2019*

- Designed graphics for social media and merchandise.
- Referred to existing data and industry experts to aid in designing informative graphics and illustrations.

EDUCATION & CERTIFICATES

General Assembly — *Certificate of Completion, UX Design*

- Studied and completed 5 UX/UI projects in the immersive 10-week full-time UX Design course.
- Highlights include redesigning the Neue Gallerie's information architecture, creating a new ride-share mobile application, and redesigning client's responsive website for continuing physical therapy education.

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

- Studied Art with a concentration in graphic design.
- Highlights include creating new board game, new brand design for musician, and mental health marketing campaign for local company.

Jack.org — *Be There Certificate*

- Online course and exam around empathy, vulnerability, and supporting direct reports and coworkers through hardships and challenges that take place both inside and outside the workplace.

SKILLS

Research: UX Research, User Research, UX Strategy, Research Strategy, Market Research, Industry Research, Research Roadmaps & Plans, Usability Testing, Preference Testing, Validation Testing, Concept Testing, Competitive Analysis, Interviews, Surveys, Synthesis, Analysis, Personas, Quantitative Research, Qualitative Research, Heuristics Analysis, Information Architecture, 5 Second Testing

Design: UX Design, UI Design, Product Design, Accessibility Audits, Design Audits, UX Audits, Color Theory, Typography, Hierarchy, Prototyping, UX Writing, Copy Writing, Writing, Marketing

Project Management: Agile UX, Sprints, Kanban, Scrum, Feature Prioritization, Leadership, Coaching

Soft Skills: Curiosity, Creativity, Empathy, Teamwork, Communication, Design Thinking, Growth Mindset, Problem Solving, Self-Starting, Storytelling, Organization, Fast-Learning, Mindfulness, Presentations, Communications, Client Relations, Team Management, Project Management, Mentorship

Softwares and Tools: Figma, FigJam, Confluence, Trello, Atlassian, Jira, Adobe Creative Suite, Microsoft Office, Google Suite, Zoom, Slack, Zoho, Mira, Mural, Airtable, iOS, Mac OS, Android, PC