

DANIELLE MARTIN (SHE/HER)

dschmartin.ux@gmail.com | dschmartin.com | 781-718-9230

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*

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

Contract

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

Freelance Senior UX Researcher and Designer; August 2019—Present

Freelance

- Conducting UX 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.
- Designing or redesigning new experiences, flows, and UI within new or existing products.
- *Some highlights:*

General Assembly, Senior UX Researcher

- Collaborated with an in-house UX Researcher to discover and define pain points and growth opportunities for internal SaaS platform.

Code and Theory, Senior User Researcher

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

TAILORU Collective, Senior UX Researcher

- Collaborated with different teams of UX practitioners to conduct end-to-end projects with clients in arts, crafts, fashion, VR, AR, and nonprofit sectors.
- Researched and designed new Content Management System (CMS) for item tracking, sales, purchases, and donations.

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

Full-Time Permanent Role, Laid off

- 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 coordinators to align student and instructor experiences in all UX courses.

VOLUNTEER EXPERIENCE - More information available upon request

Vice President, NYC UXPA; February 2022 – Present

Community-Elected Vice President

- Leading organization alongside the President and Secretary and members of the board.
- Building and strengthening UX and tech community of the New York, New Jersey, and Connecticut areas.
- 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

Board-Elected Member of the Board

- **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**
 - 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 to aid the non-profit organization in its mission to be a community of industry thought leaders.

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

- Conducted heuristics analysis, tree testing, user interviews, and usability testing on donation and navigation experiences with active nonprofit donors.
- Led sketching workshop between UX researchers, designers, developers, clients, and stakeholders.
- Led efforts in increasing accessibility and validating credibility.

EDUCATION & CERTIFICATES

General Assembly – Certificate of Completion, UX Design

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

Be There Certificate – Jack.org

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

