

DANIELLE MARTIN (she/her)

Brooklyn, NY 11221 | 781-718-9230 | dschmartin.ux@gmail.com | [linkedin.com/in/dschmartin](https://www.linkedin.com/in/dschmartin) | [dschmartin.com](https://www.dschmartin.com)

UX DESIGNER, RESEARCHER, & PRODUCT SPECIALIST

Experienced UX/UI & Product Professional with 5+ years in UX Design and Research and 10+ years in research, design, and leadership. Skilled at aligning user and business needs through user-centered design to deliver innovative, goal-driven solutions. Brings deep industry knowledge, creativity, and strong communication skills to drive impactful results.

PROFESSIONAL EXPERIENCE

DMSM Consulting | Remote, Freelance

Freelance UX and Product Specialist

08/2019–Present

Freelance and contract projects with a variety of businesses to conduct user interviews and tests, design audits, competitive analyses, as well as create wireframes, mockups, and prototypes.

Highlights Include:

- **Senior UX/UI Designer & Researcher, Graphic Designer, Video Editor** | *Plecosystems Inc.* 03/2022–09/2022
Worked closely with business analysts, UX Manager, and clients to create or redesign products based on client requests and user needs. *Highlights include:*
 - Conducted user interviews and competitive research to restructure HR and project management operations.
 - Identified key users and pain points in loan underwriter CMS and AI chatbot, informing AI of user needs and priorities.
 - Strategized organizational growth to meet rising demand for UX Research, establishing new Research team.
 - Designed client advertisements and Zoom backgrounds using Figma and Adobe Creative Suite; edited video ads with Adobe Creative Suite and iMovie.
- **Senior User Researcher** | *Code and Theory, Contract* 08/2021– 10/2021
 - Led preference and concept testing for clients across finance, health, and tech.
 - Conducted testing for JP Morgan, comparing user responses across two original UI designs and a competitor's UI. Testing data showed users preferred the standard design for its readability and trustworthiness, aligning with their responses to the competitor's UI.
- **UX Researcher & Designer** | *TAILORU Collective, Freelance* 01/2021–08/2021
Led user research and design projects with cross-functional teams and client collaboration. *Highlights include:*
 - Designed usability tests for a fashion AR & e-commerce iOS application, *LODE AR*.
 - Audited websites for accessibility and design improvements, *browngrotta arts* and *The Grotta House*.
 - Led research and design for an art collection CMS web application, *Collekt*.

Lead UX/UI Design Instructor

12/2019–Present

Upright Education | Remote, Part-Time

08/2024–Present

Teaching 6-month UX/UI Design courses, focusing on fundamentals, tools, and methods to help career-changing students build portfolios through client and course projects. Collaborating with cross-functional teams to ensure student and client success. *Highlights include:*

- Mentoring students as both instructor and acting project manager to ensure student success.
- Guiding students through a week-long assignment on project proposals and roadmaps, enabling successful project launches for their client projects.
- Designing and delivering bonus lessons on Information Architecture, Card Sorting, and Tree Testing.

Chegg | Remote

02/2023–02/2024

Taught UX design courses for 50+ career-changing students, focusing on UX fundamentals, tools, and methods in advanced half of the course at Chegg Skills, ensuring student success and lesson quality while closely collaborating with other instructors. *Highlights include:*

- Mentored students as both instructor and acting project manager to ensure student success.
- Collaborated with the instructional design and career coach teams to develop and execute a hackathon. Created personas for participant use during the project, and judged projects for the event.
- Recorded lesson plans in daily playbooks for each week, outlining timing and structure of lessons.

General Assembly | Remote & New York, NY

12/2019–04/2022

Educated and supported UX Design students, while mentoring 2 instructional associates. *Highlights include:*

- Partnered with curriculum coordinators, aligning student and instructor experiences at each campus.
- Collaborated with the instructional design team to redesign lesson plans for the new part-time course.

Lead UX Researcher | *Dorson Community Foundation, Volunteering* 09/2020–01/2021

- Conducted user interviews and usability testing to enhance donation and navigation experiences.
- Facilitated sketching and feature ideation workshops with cross-functional teams, including clients and stakeholders, resulting in team alignment on wireframe layouts.
- Testing data showed 100% of users trusted the new design over the previous due to improved branding and information presentation.

PROFESSIONAL ASSOCIATIONS

NYC UXPA | Remote 12/2020–04/2024

Director of Research 10/2022–04/2024

Led research team and project planning for ongoing research projects, and an audit of the NYC UXPA website.

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 create advertisements for social media and within the Slack community.

EDUCATION / CERTIFICATES

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.

Certificate, UX Design | *General Assembly* Completed 10/2019

- Completed 5 UX/UI projects in 10-week immersive UX Design course, including restructuring information architecture of a gallery website, collaborating with physical therapy educator to redesign their responsive website, and being scrum master for 2 team projects.

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, Conducting Interviews, Conducting Tests |
| Design: | UX Design, UI Design, Product Design, Graphic Design, Accessibility, Design Audits, UX Audits, Typography, Hierarchy, Prototyping, UX Writing, Copy Writing, Writing, Marketing, Color Theory |
| Project Management: | Project Proposals, Statements of Work, Project Roadmaps, Proposal Writing, Proposal Development, Agile, Sprints, Kanban, Scrum, Feature Prioritization, Leadership, Oral & Written Communication |
| Software and Tools: | Figma, FigJam, Confluence, Trello, Atlassian, Jira, Adobe Creative Suite, Microsoft Office, Google Suite, Zoom, Slack, Teams, Zoho, Mira, Mural, Airtable, iOS, Mac OS, Android, PC, Wix, Squarespace, ChatGPT, AI, Canva, Maze, Optimal Workshop, UXtweak, UserTesting, UserZoom |
| Soft Skills: | Empathy, Adaptable, Simplifies Complex Situations/Methods, Organizational Skills, Project Presentations, Analytical, Consistent, Works Well Under Pressure, Growth Mindset |