

NIKKI MARTINEZ

UI/UX Designer

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EXPERIENCE

Lead UI/UX Designer | Jobs Connected Inc.

2018-Present

Lead comprehensive user research initiatives aimed at identifying and analyzing user pain points within the digital product, resulting in significantly enhanced user satisfaction and engagement.

Manage a cross-functional development team, delegating feature implementation and prioritizing tasks to align with customer feedback, user needs, and business objectives.

Leverage user insights to deliver a responsive, accessible, and user-friendly design optimized for web and mobile applications, fostering increased customer engagement and contributing to the achievement of business targets.

Co-Founder | Jobs Connected Inc.

2017-Present

Played an instrumental role in co-founding Jobs Connected, a SaaS platform that hosts in-person, virtual, and hybrid job fairs for career centers, school districts, and workforce development agencies.

Acted as a key liaison with major customer accounts, building and nurturing strong relationships, promptly addressing concerns, and ensuring sustained customer satisfaction with the platform.

Spearheaded the development of the sales process from the ground up, encompassing strategic lead generation, streamlined outreach workflows, and seamless CRM adoption, leading to a 30% increase in revenue.

PROJECTS

UI/UX Team Lead | Group Up

October - November 2021

Led a talented team to execute the Lean UX approach to deliver a website application that facilitated seamless group formation for students and teachers, effectively aligning with their unique preferences and needs.

Successfully launched the product within a 6-week timeline, overseeing 2 major sprints, conducting 12 user interviews, rigorous research, and testing, and crafting 2 proto-personas to drive effective decision-making.

Product Designer | Pocket Genie

February - May 2021

Collaborated closely with a multi-disciplinary team to embrace the Goal-Directed Design methodology, leading to the creation of a car maintenance mobile application that significantly enhances users' understanding of their vehicles and car usage.

Coordinated tasks, conducted comprehensive user research/interviews, performed literature reviews, competitive analyses, affinity mapping, as well as created wireframes, low-high fidelity prototypes, and usability testing.

EDUCATION

B.S Interactive Design | Kennesaw State University

2019 - 2021

B.S. Multimedia Design | University of the Philippines Open University

2012 - 2016

SKILLS

Processes

Goal-Directed Design, Agile/Lean UX, Sprint Methodology, Design Systems, Applied Ethnography

Expertise

Prototyping, Wireframing, Affinity Mapping, Flowcharting, Sitemap, Branding, User Research, Style Guide, User Flow Design, Competitive Analysis, Usability Testing, Information Architecture, A/B Testing

Development

HTML/CSS, Bootstrap, JavaScript, WordPress

Tools

Figma, Miro, Adobe (Xd, Ps, Ai, Id, Pr) Balsalmiq, Sketch, Zeplin, Gitlab, Jira, Webflow, Salesforce