



# AUTUMN MARTINI

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## SUMMARY

- Experienced product designer passionate about solving problems through a collaborative and innovative design process from concept to completion delivering customer satisfaction and business value.
- PORTFOLIO: [www.uxdesignam.com](http://www.uxdesignam.com)

## SKILLS

- Interface design, Interaction design, Visual design, Heuristic evaluation, User research and testing
- Low and high fidelity wire-frame expertise: Figma, Sketch, Invision, UX Pin, Balsamiq, Miro, Axure
- Proficient in Adobe Creative Suite- Photoshop, Illustrator, Dreamweaver, After Effects, Camtasia
- Familiar with CSS, HTML EXTJS, Angular & Polymer components, Zeplin

## EXPERIENCE

### Senior Product Designer / Wells Fargo - Remote - Global, Contractor

07/2021 - Current

- Provided UX subject matter expertise and strategic leadership for digital products, and initiatives, for a functional area of Enterprise within the digital environment.
- Initiatives focused on: persona, customer journeys, content strategy/creation, customer experience, analytics/research, and product management.
- Significantly influenced the development and execution of the most complex digital business plans, programs, and initiatives that have an Enterprise-wide impact.
- Coach small team of digital consultants and cross-functional teams in digital transformation using best practices in agile software development.

### Senior UX / Nextera Energy, Remote - Jupiter, FL, Contractor

05/2020 - 7/2021

- Senior digital product designer for enterprise-level nuclear energy software solutions
- Define requirements and design innovative solutions for the business product vision employing UX best practices and subject matter expertise from concept to final hand-off
- Lead user research, interviews, surveys, A/B testing, and usability studies; evaluate user feedback by translating findings into design aesthetics
- Advocate UX design style guides, pattern libraries, and design systems with adherence to product branding and requirements to agile development team

### User Experience Architect / Nielsen - Remote - Chicago, IL

08/2012 - 03/2020

- Agile product designer for digital measurement products offering insight to consumer behavior
- Gather and analyze information regarding business goals
- Generate a shared understanding of user's needs through user personas and use cases
- Identification and prioritization of high-level functional requirements
- Create wire-frames, sitemaps, interaction flows, and prototypes for desktop, web, and mobile experiences
- Effectively communicate design solutions to product leaders and management teams advocating for the users
- Validate prototype through user testing and report results to product leaders for design recommendations
- Perform UCD-related activities including user research, heuristic analysis, and competitive audits
- Work with development teams to guide and direct design through production sprints
- Contribute to design standards and component library for consistent user experience across the software environment ecosystem

**User Experience Architect, Contractor** / Promed Clinical - Plantation, FL, Contractor

01/2012 - 05/2012

- Responsible for the overall user experience, interaction design, front end design and visual design assets of emergency room software web application
- Audit product scenario's and gathered user feedback for improvement
- Proposed innovative and intuitive designs to stakeholders
- Design standards and guidelines for development component library
- Validate concepts and prototypes with end-users
- Continued education in HTML, CSS and JAVA

**Senior Interaction Designer** / Strasz Assessment Systems - Boca Raton, FL, Contractor

10/2011 - 01/2012

- Developed design concepts for product briefs across multiple mobile platforms
- Rapid prototyping of design and interaction concepts for evaluation by senior management and other stakeholders
- Designed polished UIs for multiple application platforms and mobile web specifications
- Created UI assets and managed their delivery to the development team

**UX / Visual Designer** / Citrix Systems Inc. - Fort Lauderdale, FL

01/2004 - 08/2011

- Lead designer for product suite built across Windows, Mac, and Mobile platforms
- Participated in conceptual and production development creating visual designs that effectively communicate product function and brand identity, including the design and production of screen layouts, color palettes, user interface elements, and icons
- Created and supported a visual design language, standards, and guidelines, produced design specs, storyboards, product scenarios, created metaphor library, and participated in upgrading the single-sourcing repository of more than 17,000 images
- Managed production studio team, art directing studio, leading product designs and communicating to developers design rationale, process, and product design
- Mentored designers and foster a positive and creative environment
- Produced detailed UI design specifications as required by the development team
- Contributed to UI QA during the development
- Designed marketing and advertising material for mobile and web, including third-party and affiliate applications and sites

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Over a decade of experience equivalent to a Master's Degree in User-Centered Design providing innovative UX solutions and subject matter expertise for enterprise product initiatives.

Received the 2014 Presidents Volunteer Service Award from President Barack Obama for my product design work on a predictive crime software provided by Lexus Nexus

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Art Institute of Ft. Lauderdale

**Associates Degree**

**WEBSITES, PORTFOLIOS, PROFILES**

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