

# FERDIE MARTINEZ

WORKBOOK

[FM]



# Seeking to Lead Engaging Experiences

I am a User Experience Professional with 19+ years of superior expertise in leading multi-disciplinary teams for complex industries to create innovative customer solutions across diverse range of digital channels.

As a leader it is important to create teams that foster innovation and leadership. I value collaboration, using design thinking to cultivate team environment, design solutions and promote individual ideations. I excel in motivating and inspiring teams to deliver superior creative work. Known for superb collaboration amongst business, design, and technology in articulating business vision and goals into powerful user-centered strategic designs.

Every interaction is an experience that can be optimized. I believe in continuous improvement for every experience regardless if it is a digital or in-person interaction. Striving for excellence building teams and in creating world class user experiences.



# Project List

**NEMOURS ONLINE BRANDING**

Website & Mobile Site  
UX Design & Architecture Lead

**NEMOURS READING BRIGHTSTART**

Responsive Website  
UX Design & Architecture Lead

**NEMOURS SENIORCARE**

Branded Website  
UX Design & Architecture Lead

**NEMOURS INTERNAL WEBSITES**

Internal Websites  
UX Design & Architecture Lead

**COSTCO ANYWHERE CARD SITE**

Responsive Marketing Website  
UX Design Strategy Lead

**CITI MOBILE IOS APP**

Mobile Application  
UX Design Research & Strategy Lead

**LETS’S MOVE CHILDCARE**

Responsive Website  
UX Design & Architecture Lead

**COSTCO ANYWHERE CARD APP**

Responsive Application Website  
UX Design Strategy Lead

**AGILE CITI: CARD REPLACEMENT**

Website and Mobile Application  
UX Design Strategy Lead

# Design Principles

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- Design remarkable, user-centric experiences that raise the bar and drive results
- Create seamless and intuitive experiences that accelerate customer progress through consistency and lack of friction
- Personalize empathetic experiences that understand and respect the customer's emotions, situation, unique preferences, behaviors and context and needs
- Build for measurable experiences that indicate customer satisfaction, and business value and goals
- Collaborative and strengthen others to foster teamwork and thrive as individuals

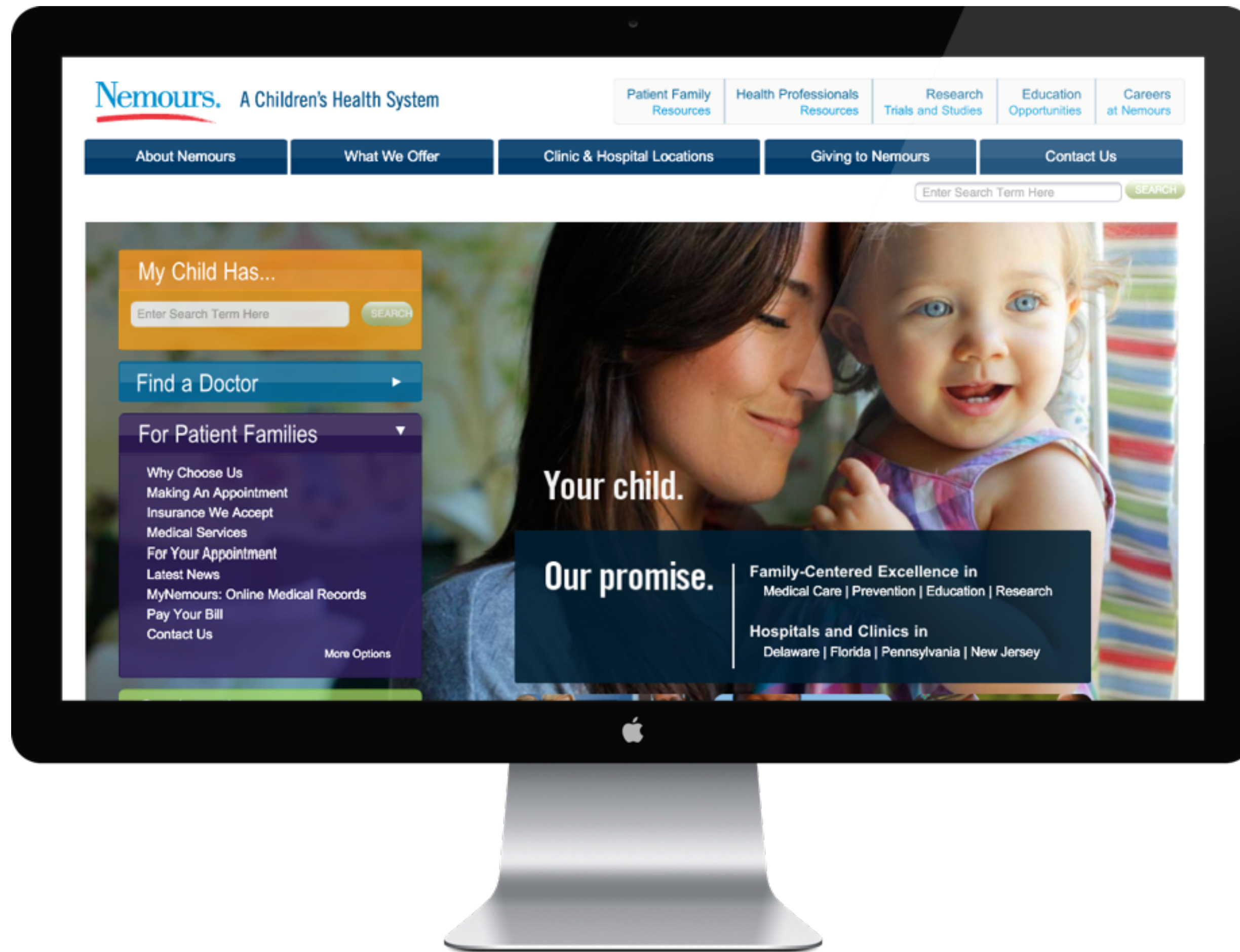


# Nemours Children's Health System

## DIGITAL REDESIGN & BRANDING

# Nemours.org

DIGITAL DESIGN REBRANDING - WEBSITE & MOBILE SITE






## PROJECT DETAILS

Nemours Children's Health System needed a rebrand for their external site. The principle concept of the redesign was to capture family centered care and promote their world-class research, doctors and treatment for families, referring physicians and medical facilities.

Nemours also wanted to showcase their two standing hospitals and 50 plus primary and specialty care facilities across Delaware, Florida, New Jersey and Pennsylvania.

## PROJECT ROLE

-  Creative Direction and Design
-  Ideation and Strategy
-  Customer Experience and Architecture



# Nemours.org

## DIGITAL DESIGN REBRANDING - MOBILE SITE & DESIGN STANDARDS



### + Web Colors

#### Site Specific Colors

#### Nemours.org Redesign: Site Specific Colors

These colors are used to identify certain types of information. You'll see them in the right rail as well as the header background colors for containers. The Medical Services colors are lighter; They are used behind whole sections of information.

	
My Child Has ... (Mango) #f58025	Locations #96be11
	
Researchers #64b7c0	Career Seekers #247983
	
Education #007a9d	Find a Doctor #076a9e
	
Media #506071	Health Professionals #245683
	
Patient Families #330066	Events #99b2be

#### Color Use Example: Right Rail

#### Header & Typestyles

**All Headers:** Vertical spacing of headers in relation to body text should match the image below.

Margins should be added only to the bottom of the headers, so spacing is consistent when headers are stacked.

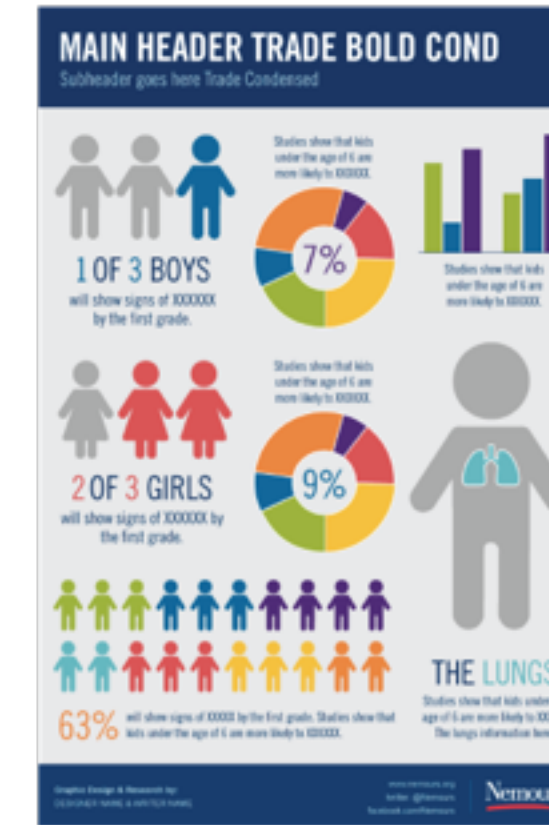
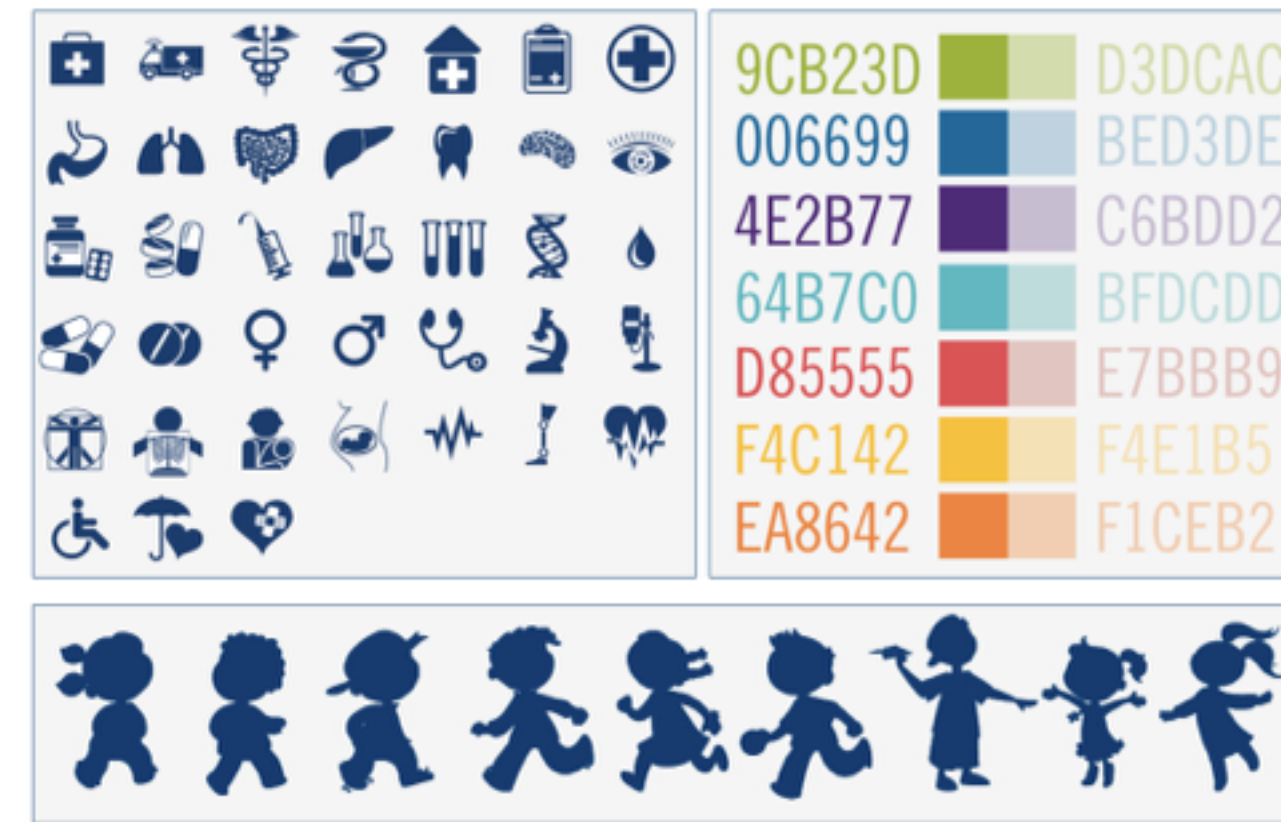
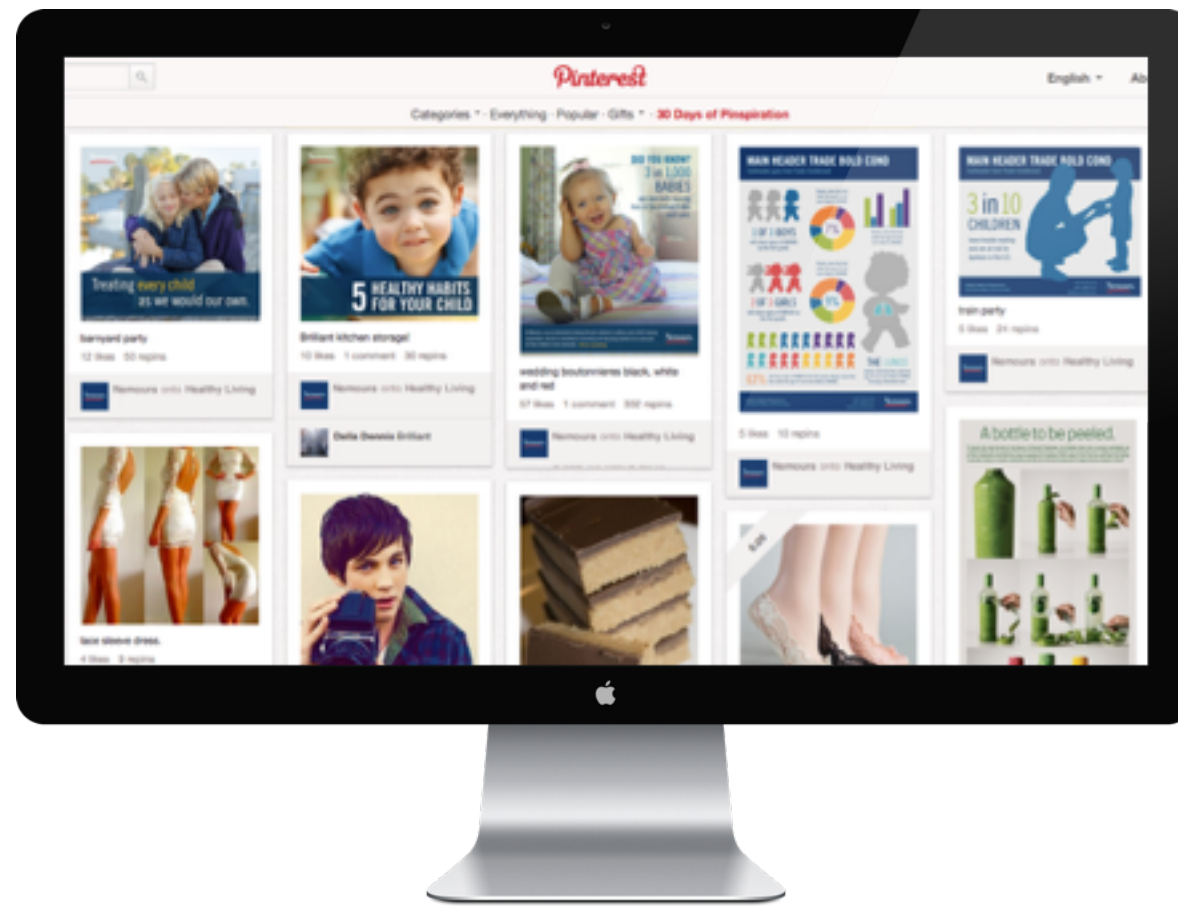
**Paragraph Spacing:** 14px between paragraphs; this is less than a regular line break.

Main Page Header (h1)	The quick brown fox jumped over the ...
Page Header (h2)	The quick brown fox jumped over the lazy dog
Page Header (h3)	The quick brown fox jumped over the lazy dog
Page Header (h4)	The quick brown fox jumped over the lazy dog
Page Subheader (h5)	The quick brown fox jumped over the lazy dog
Page Subheader (h6)	The quick brown fox jumped over the lazy dog
Body text (p)	The quick brown fox jumped over the lazy dog
Body text bold <b>/<strong>	The quick brown fox jumped over the lazy dog
Body text italics <i>	The quick brown fox jumped over the lazy dog
Body text underline <u>	The quick brown fox jumped over the lazy dog
Link hover	The quick brown fox jumped over the lazy dog
Link/Link active	The quick brown fox jumped over the lazy dog
Link Visited	The quick brown fox jumped over the lazy dog

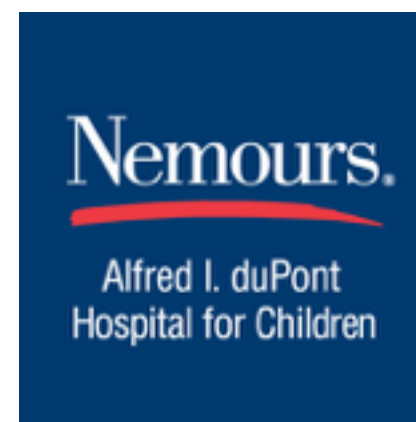


# Nemours Online Media

SOCIAL MEDIA, INFOGRAPHICS & VIDEO



Infographic Standards



Social Media & Digital  
Media Standards



Video Design Standards



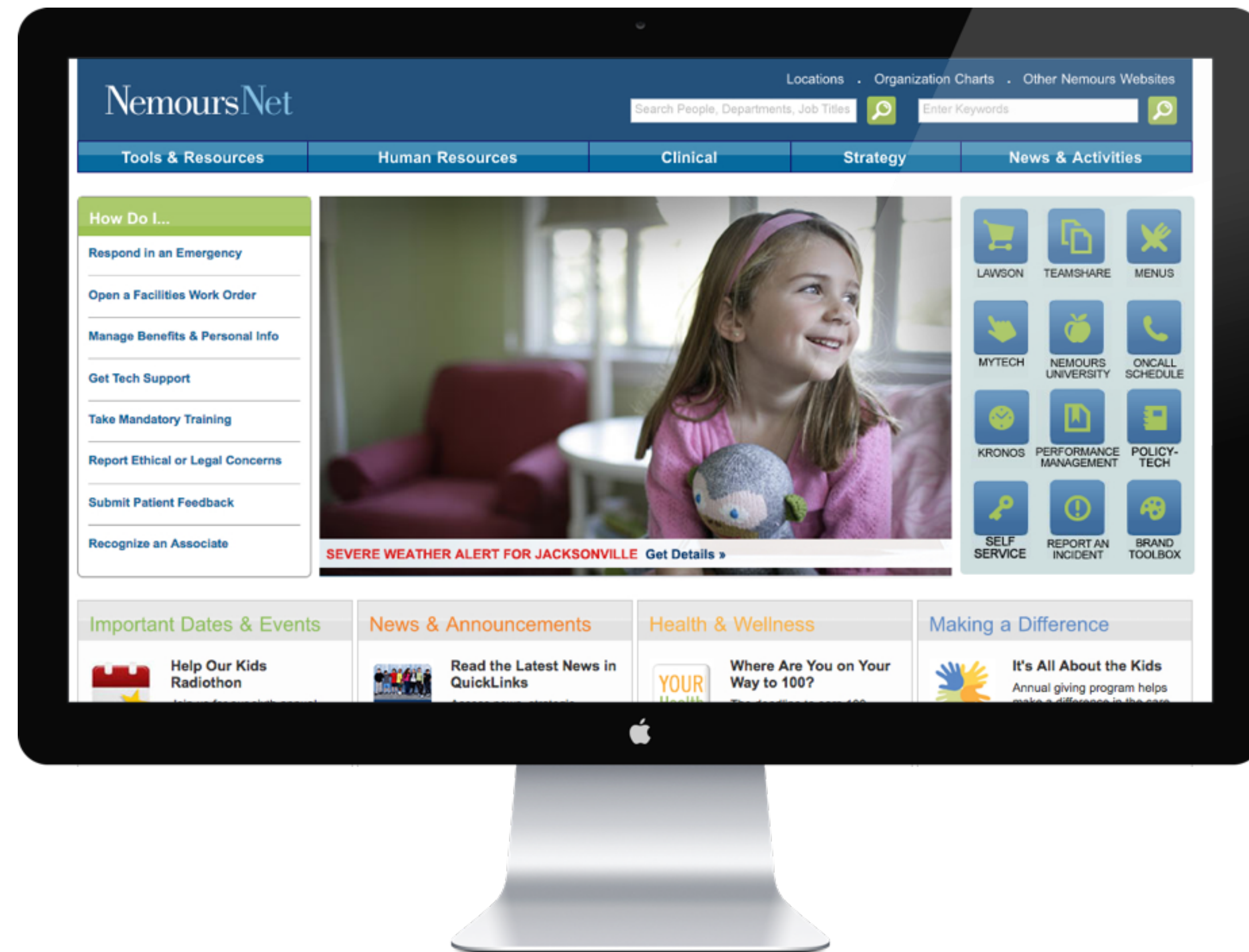


# NemoursNet (Internal Websites)

## DIGITAL REDESIGN & BRANDING

# NemoursNet

## DIGITAL DESIGN REBRANDING - INTERNAL WEBSITE






### PROJECT DETAILS

Nemours was looking for an internal site that would help their associates be ambassadors of the Nemours brand and with the opening of a new hospital; hundreds of new employees would need easy access to information and resources.

NemoursNet was designed with the end-users in mind. Personas and scenarios were created to help with the navigating of the site. Usability and User interviews also helped in providing the insight to create an **award winning** medical internal website.

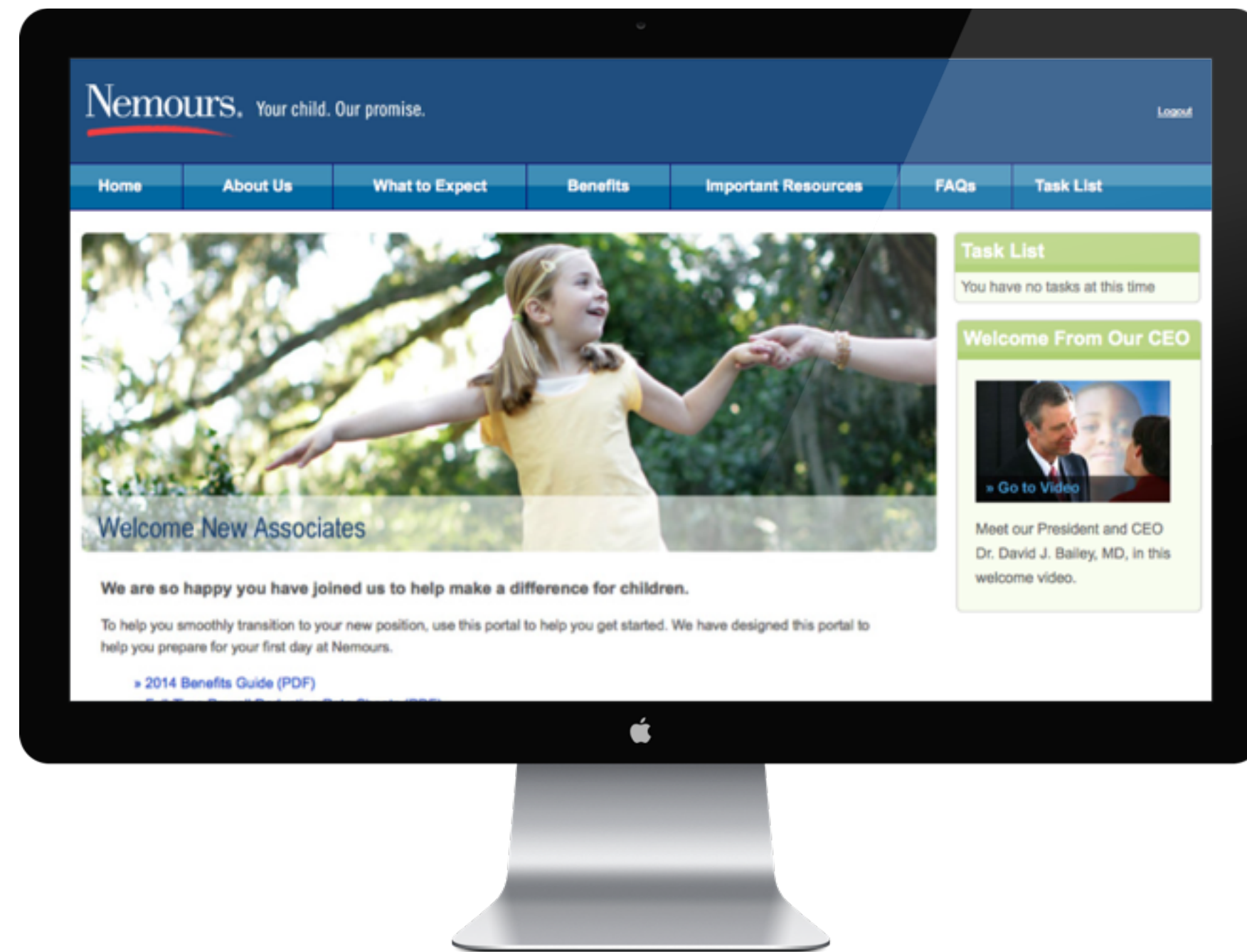
### PROJECT ROLE

-  Creative Direction and Design
-  Ideation and Strategy
-  Customer Experience and Architecture

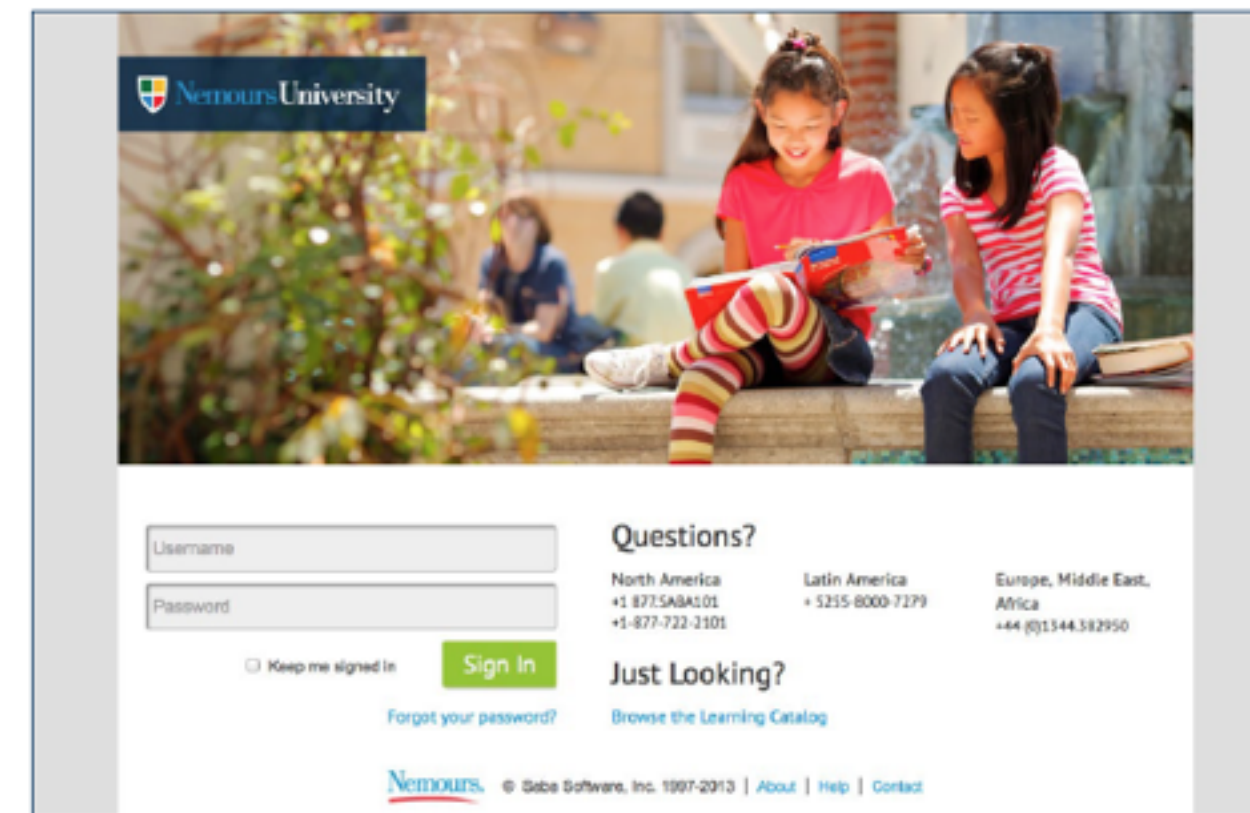


# Nemours Internal Sites

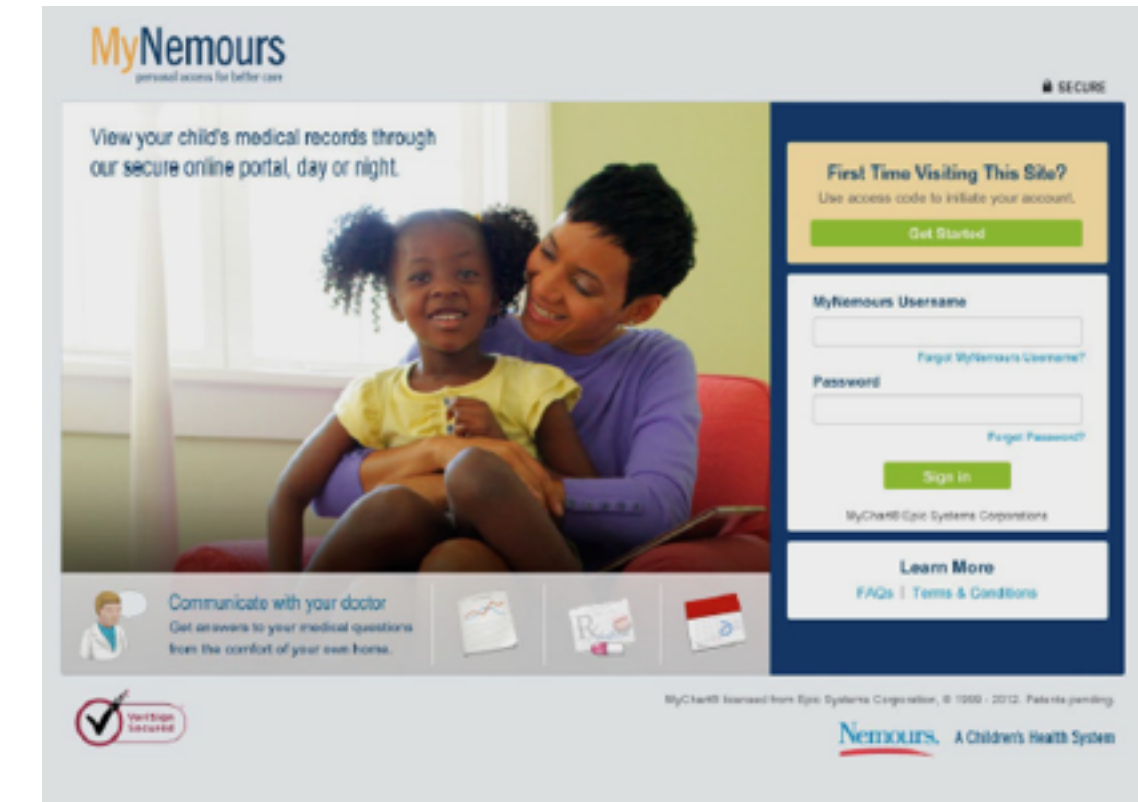
DIGITAL DESIGN REBRANDING - INTERNAL WEBSITES



Human Resources Portal Site



Nemours University - Education site



MyNemours - Patient records site





# Let's Move Childcare

## RESPONSIVE WEBSITE

# Let's Move Childcare.org

RESPONSIVE WEBSITE



## PROJECT DETAILS

The Whitehouse asked Nemours, who is known for their advocacy of children's health, to design a website that challenged childcare facilities across the country to meet five health goals and provide resources for them to achieve them.

The "Let's Move" campaign launched the fight against childhood obesity in America.

The site was implemented using agile methodologies. Requirements, design and development were completed in less than 3 weeks.

**1000+ childcare facilities across the nation took the challenge to fight childhood obesity.**

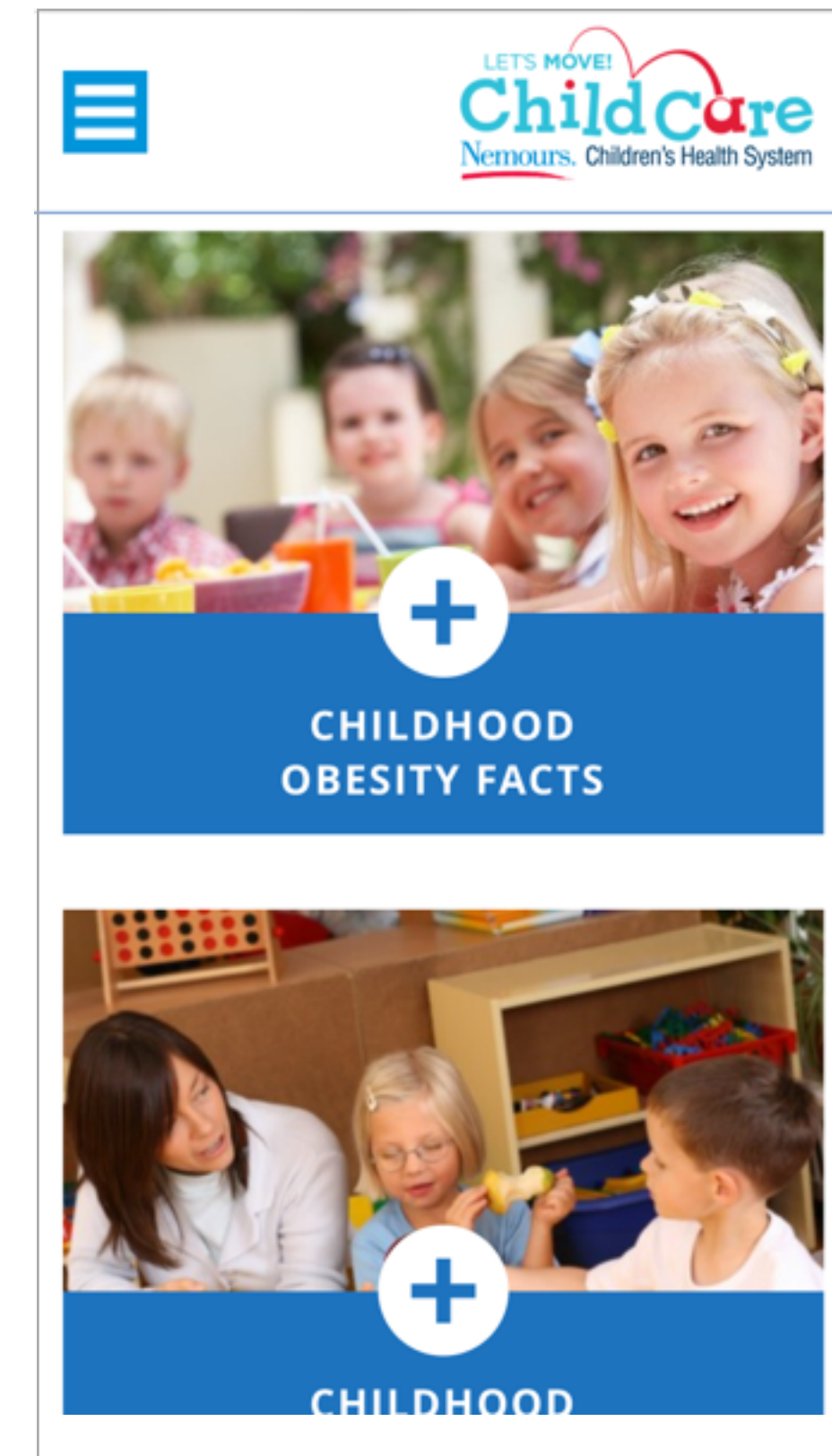
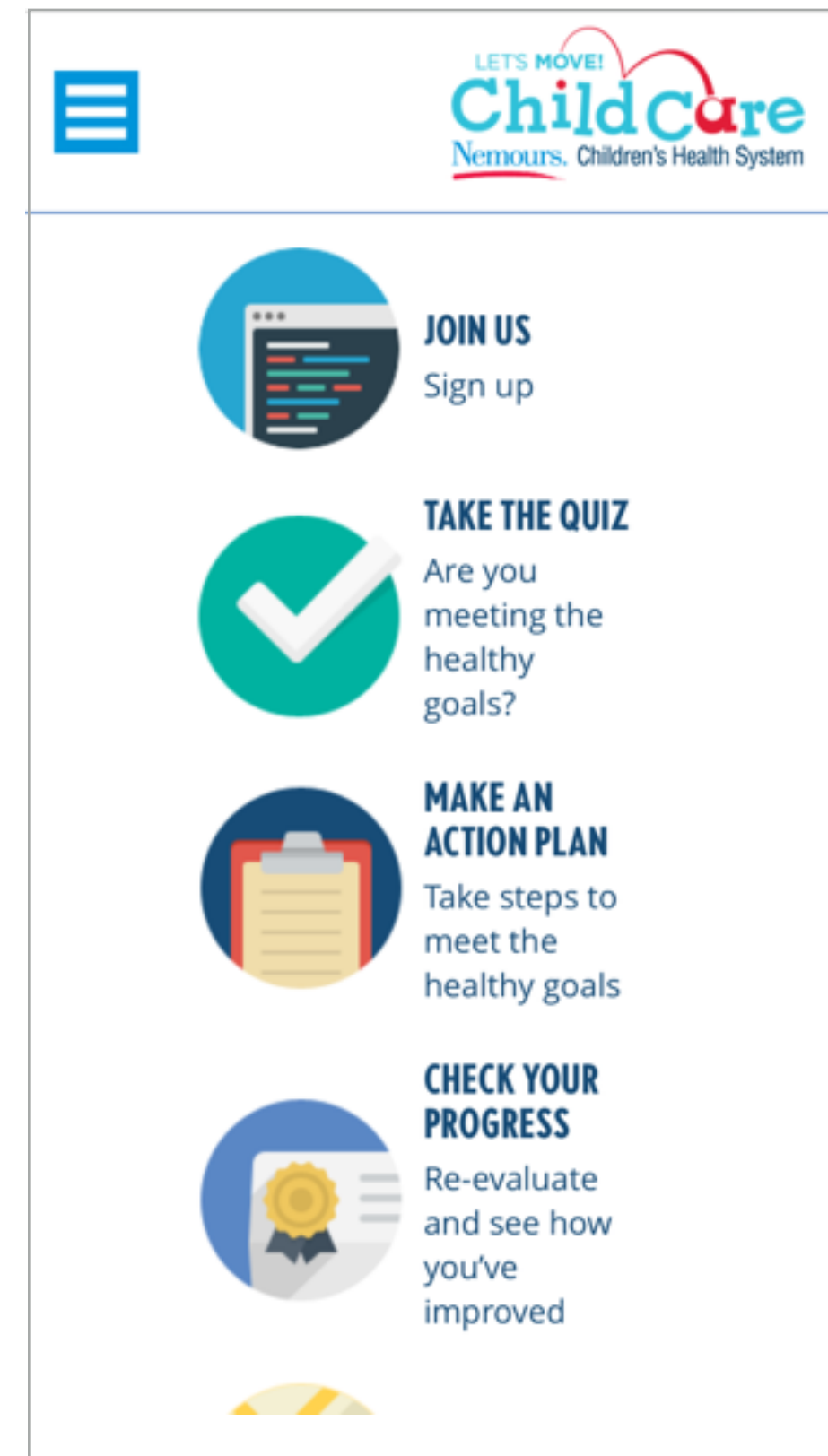
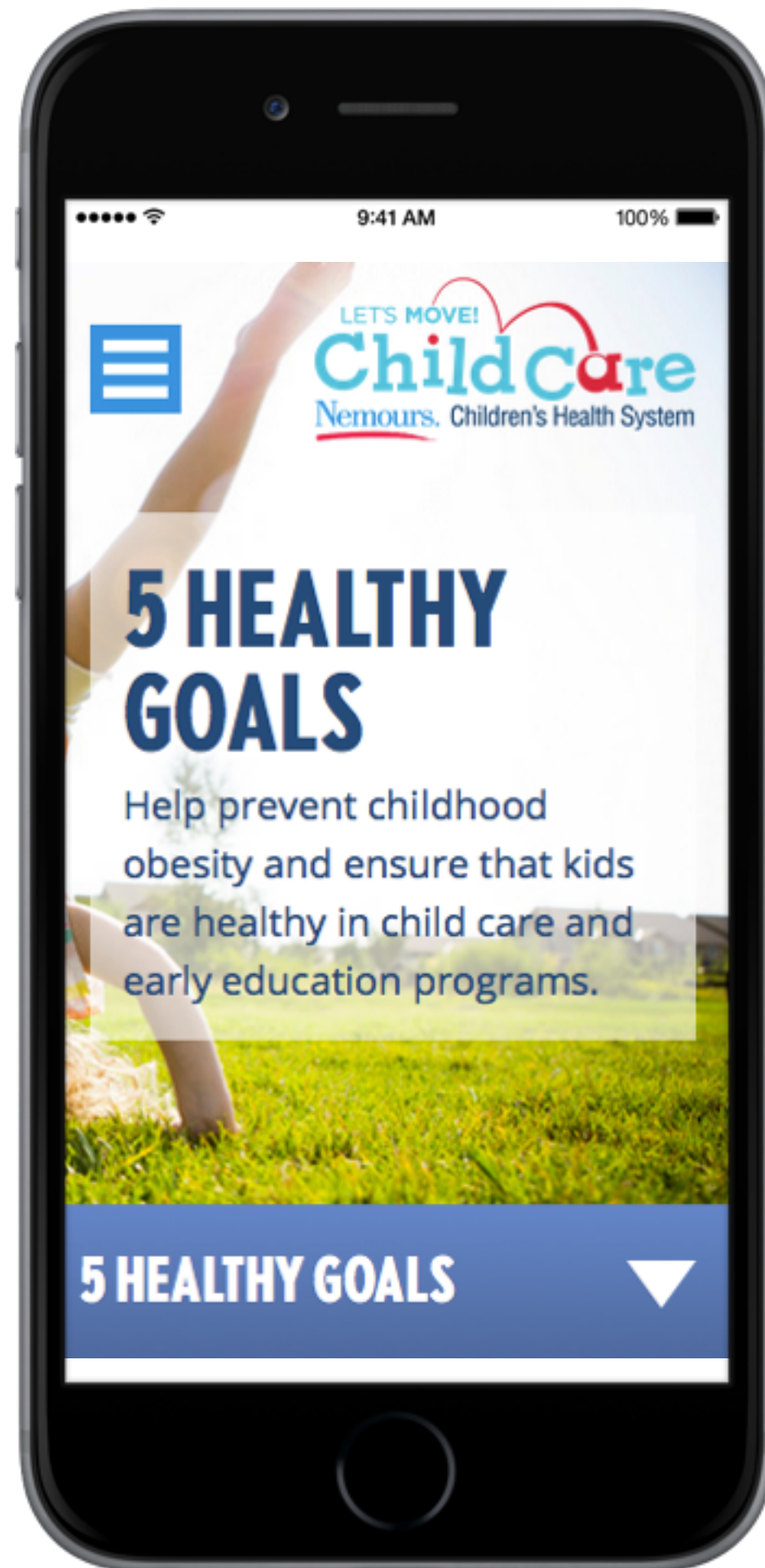
## PROJECT ROLE

 Creative Direction



# Let's Move Childcare.org

RESPONSIVE WEBSITE





# Nemours Reading Brightstart!

## RESPONSIVE WEBSITE

# Nemours Reading Brightstart!

RESPONSIVE WEBSITE





## PROJECT DETAILS

The "Nemours Reading Brightstart" website was designed for parents of children from birth to 5 years old. The site provides a screener for children 3 - 5 years old to assess their reading level. The site holds organized resources and activities that assist children to become better readers.

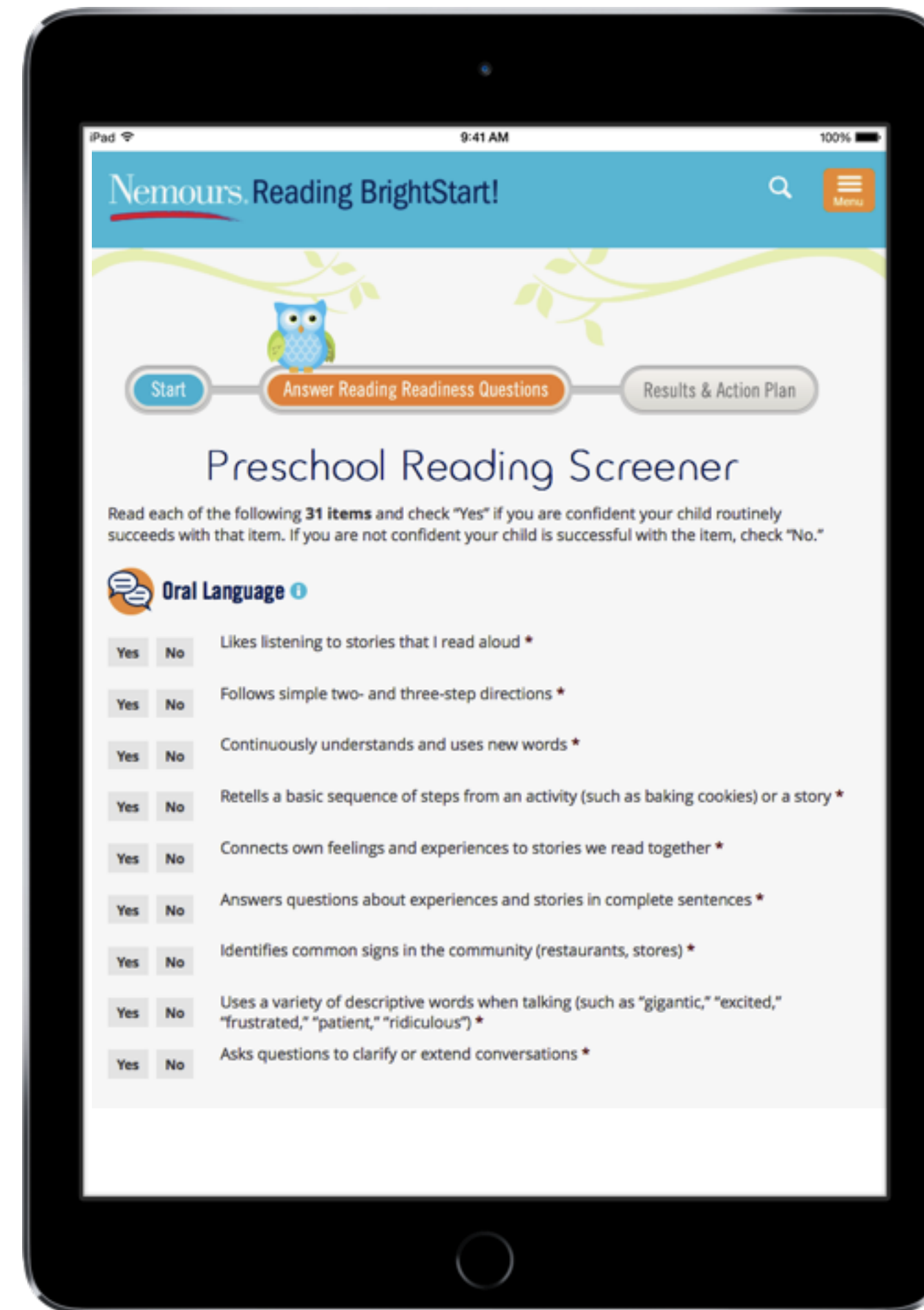
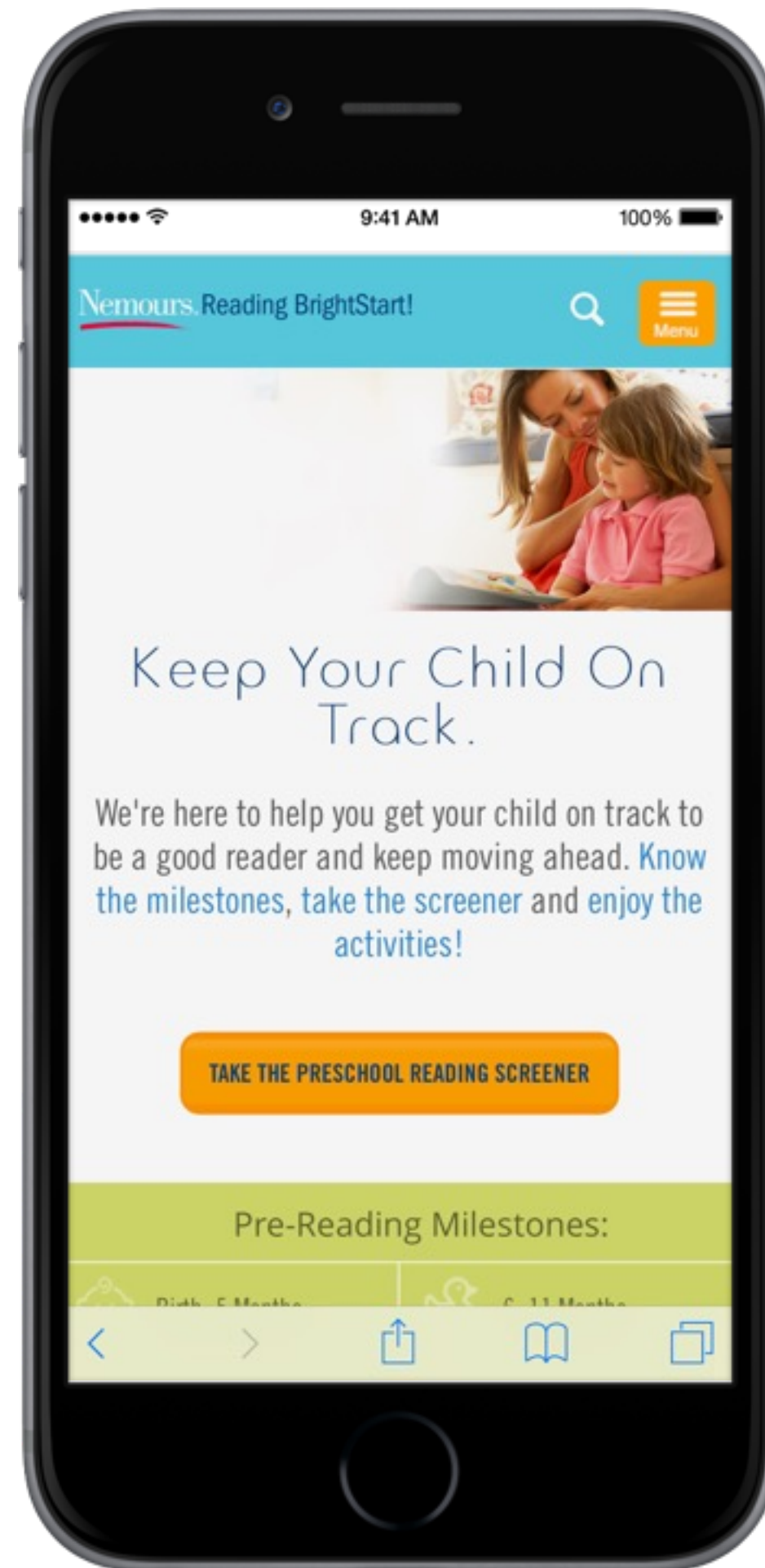
The design strategy and site creation leveraged the Nemours Reading Brightstart - a world-class research, a nationally recognized organization for children reading readiness. This site has improved the reading skills young readers across the nation.

## PROJECT ROLE

-  Creative Direction
-  Customer Experience and Architecture

# Nemours Reading Brightstart!

RESPONSIVE WEBSITE



#003a6f



#ea0437



#f7972e



#d4dc7e



#6bccdf



#999999



#666666



# Costco Anywhere Visa Card by Citi

## RESPONSIVE MARKETING WEBSITE

# Costco Anywhere Visa Card by Citi

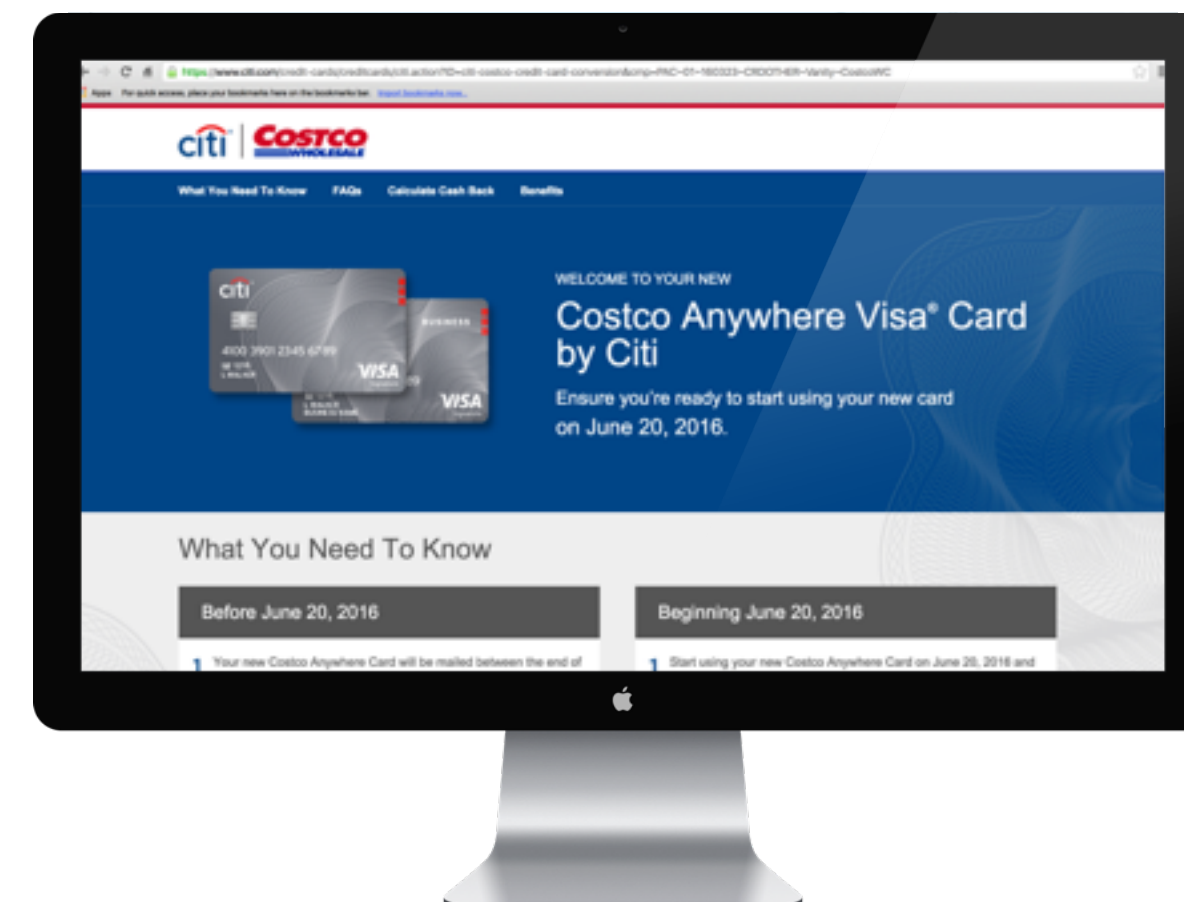
MARKETING RESPONSIVE WEBSITE



## PROJECT DETAILS

The Costco Anywhere Visa Card by Citi marketing website was designed for customers transitioning from their old cards to their new visa cards. The site walked customers through this transition before the change, during and after. The site also provided information and tools to illustrate the benefits to customers on using their new cards.

**Over 11 million customers converted after launch.**



## PROJECT ROLE

- 💡 Ideation and Strategy
- 🖥️ Website Design Direction



# Costco Anywhere Visa® Card by Citi

MARKETING RESPONSIVE WEBSITE



## ✓ How/when do I get my new Costco Anywhere Visa® Card by Citi?

You do not need to apply. Between the end of May 2016 and early June, Citi will mail it to the basic cardmember or authorized officer's mailing address provided to Citi. You can begin using your new card on June 20, 2016. If your address has changed, please call the number on the back of your current Costco card from American Express to update it.

## > What do I need to do once I receive my new Costco Anywhere® Visa Card by Citi?

## > What rewards and benefits come with my new Costco Anywhere® Visa Card by Citi?

## > If I have a Costco card from

## Calculate Cash Back

Earn cash back beginning June 20, 2016 when you make everyday purchases from your favorite merchants including restaurants and retailers.<sup>†</sup>

Move the sliders based on how much you spend per month to see how much cash back you could earn in a year.

4%

CASH BACK ON ELIGIBLE GAS WORLDWIDE, INCLUDING GAS AT COSTCO,

for the first \$7,000 per year and then 1% thereafter

\$2500  
a Month

\$510

Annual Cash Back

## Benefits

Learn more about being a Citi cardmember.



## EMV Chip

Travel with ease and enjoy global acceptance with your Citi chip credit card.



## Worldwide Acceptance

Because the Costco Anywhere Card is a Visa card it can be used to earn cash back at millions of locations worldwide, everywhere Visa is accepted.

and some other companies collision loss/damage insurance.

## ADDITIONAL BUSINESS CARD BENEFIT



## Visa SavingsEdge™

Business cardholders with activated cards may enroll their cards for free at the Visa SavingsEdge website. Enrolled cardholders receive automatic savings\* on qualifying purchases at participating merchants.<sup>†</sup>

Certain terms and conditions apply. Please refer to your Guide to Protection Benefits, which you will receive by the end of June, to learn more about coverage details.

\* Discounts provided as credits on future account statements.

<sup>†</sup> Visa SavingsEdge is an automated discount program offered by Visa U.S.A. Inc. to eligible businesses and their authorized cardholders that hold an eligible Visa Business card and whose enrollment in the program is accepted by Visa. Under the program, cardholders can receive discounts from participating merchants each time the cardholder uses an enrolled Visa Business card to make qualifying purchases of goods or services pursuant to an active discount offered by the merchant and that transaction is processed or submitted through the Visa payment system (a "Qualifying Purchase?"). Visa may modify, restrict, limit or change the program in any way and at any time. Visa reserves the right at any time to cancel the program. Visa also reserves the right to suspend or cancel any cardholder's participation in the program. Enrolled cardholders will only receive discounts for qualifying purchases that are in full compliance with the terms of the applicable discount offer. Discount offers may

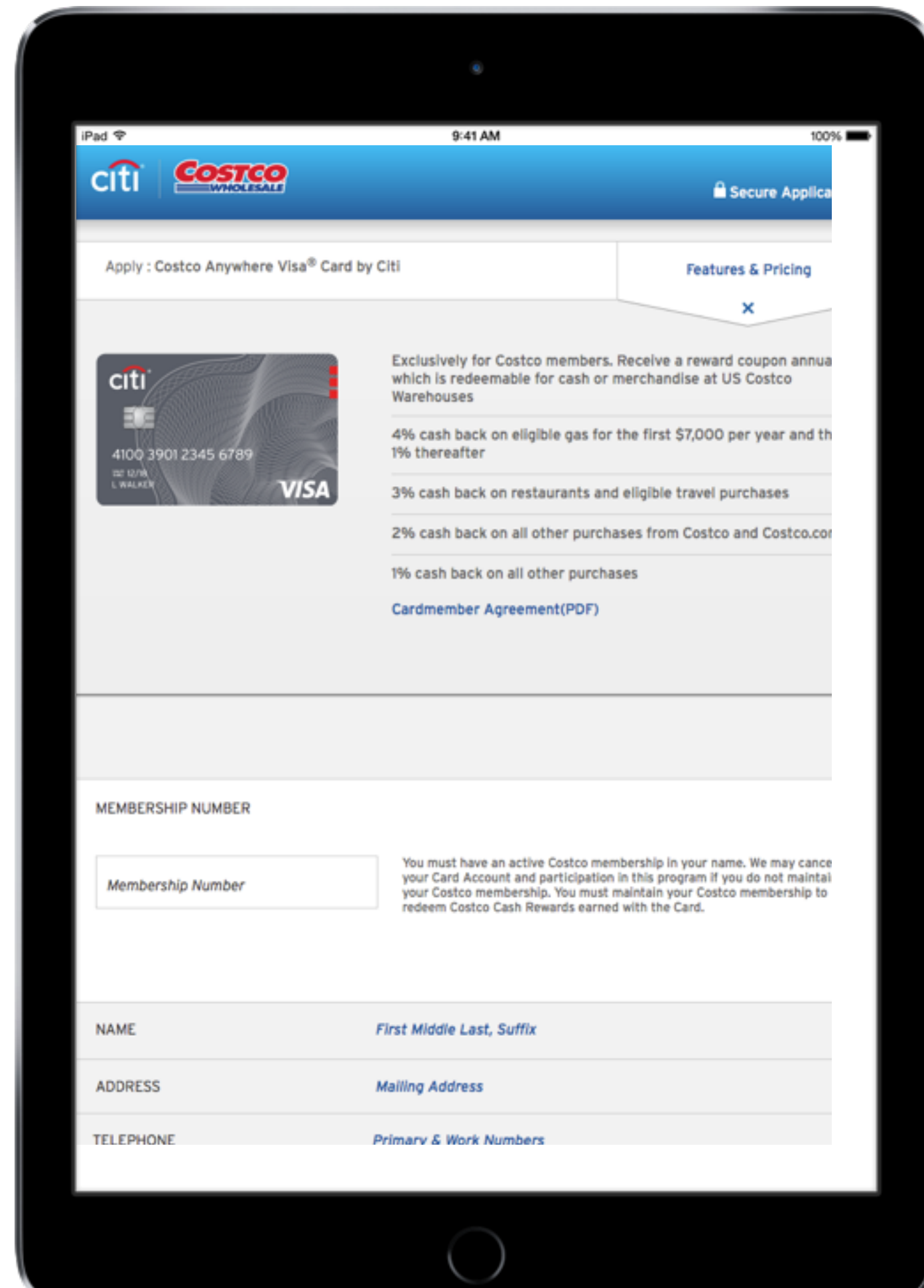


# Costco Anywhere Visa Card by Citi

## RESPONSIVE ACQUISITION WEBSITE

# Costco Anywhere Visa Card by Citi Application

RESPONSIVE ACQUISITION WEBSITE



## PROJECT DETAILS

Costco Anywhere Visa Card by Citi application is a digital responsive form accessible by customers at home and in Costco warehouse locations.

The application was created and tested with customers to validate ease of completing the application process.

**250,000 applications were submitted within the first month of the application launch.**

## PROJECT ROLE

- 💡 Ideation and Strategy
- 🔬 Research and Usability



# Nemours SeniorCare

## DIGITAL REDESIGN & BRANDING



# Senior Care




BRANDED - WEBSITE



## PROJECT DETAILS

Nemours SeniorCare is targeted to senior citizens and their families looking for care for seniors needing assistance with vision, hearing and dental in the Delaware Valley. The site was designed to stand apart from children's health but also adhere to the Nemours brand.

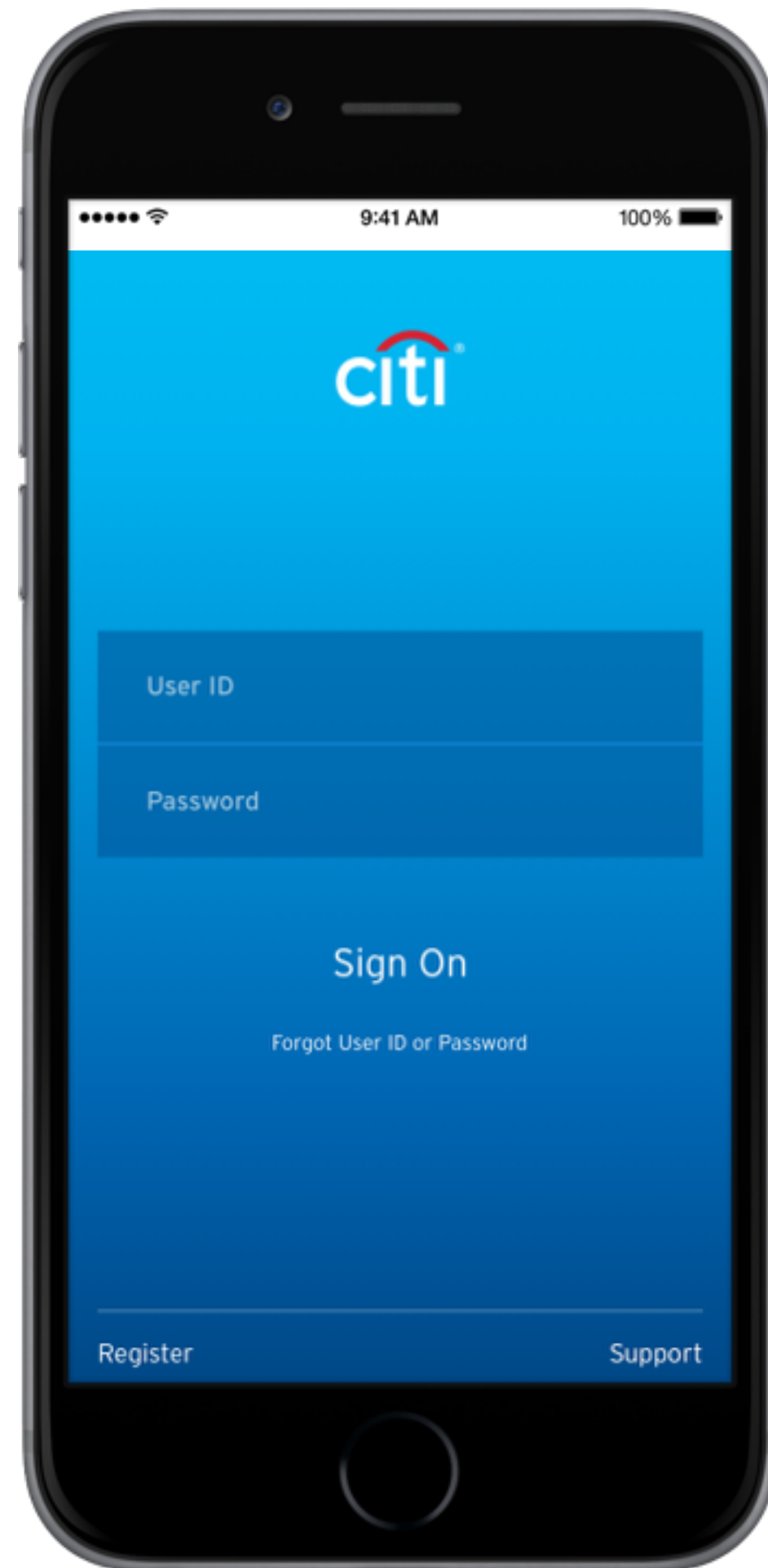
## PROJECT ROLE

-  Creative Direction and Design
-  Ideation and Strategy
-  Customer Experience and Architecture

# Citi Mobile IOS APPLICATION

# Citi Mobile

IOS APPLICATION 2015



## PROJECT DETAILS

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The mobile application feature updates provided many improvements to the navigation, payments, touch ID, and the Apple Watch compatibility.

Through customer research and extensive analysis, the improvements were validated before and after the application launch.

**Increased customer NPS scores and App Store from 2.0 to 4.2.**

## PROJECT ROLE

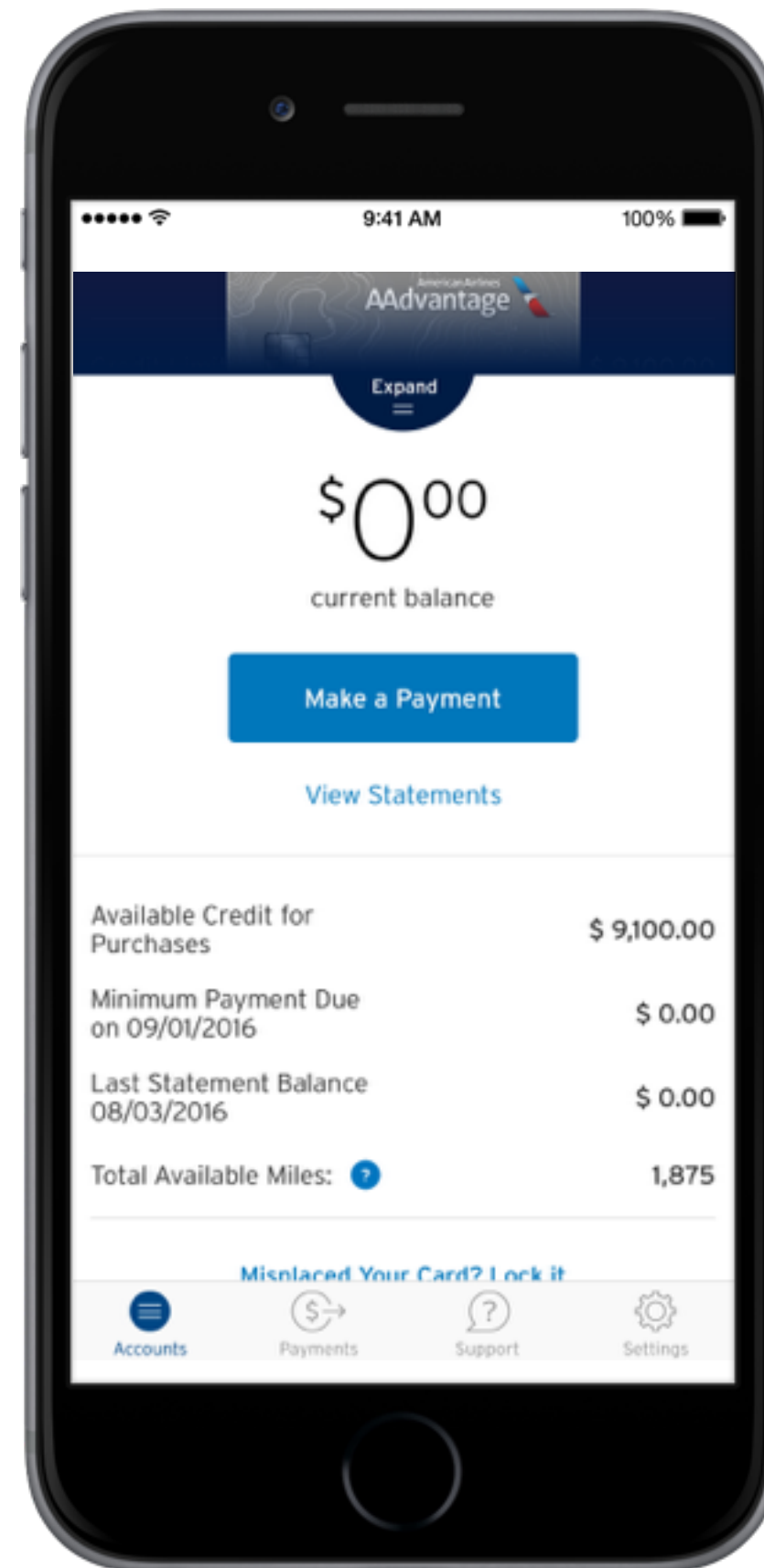
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 Research and Usability Lead

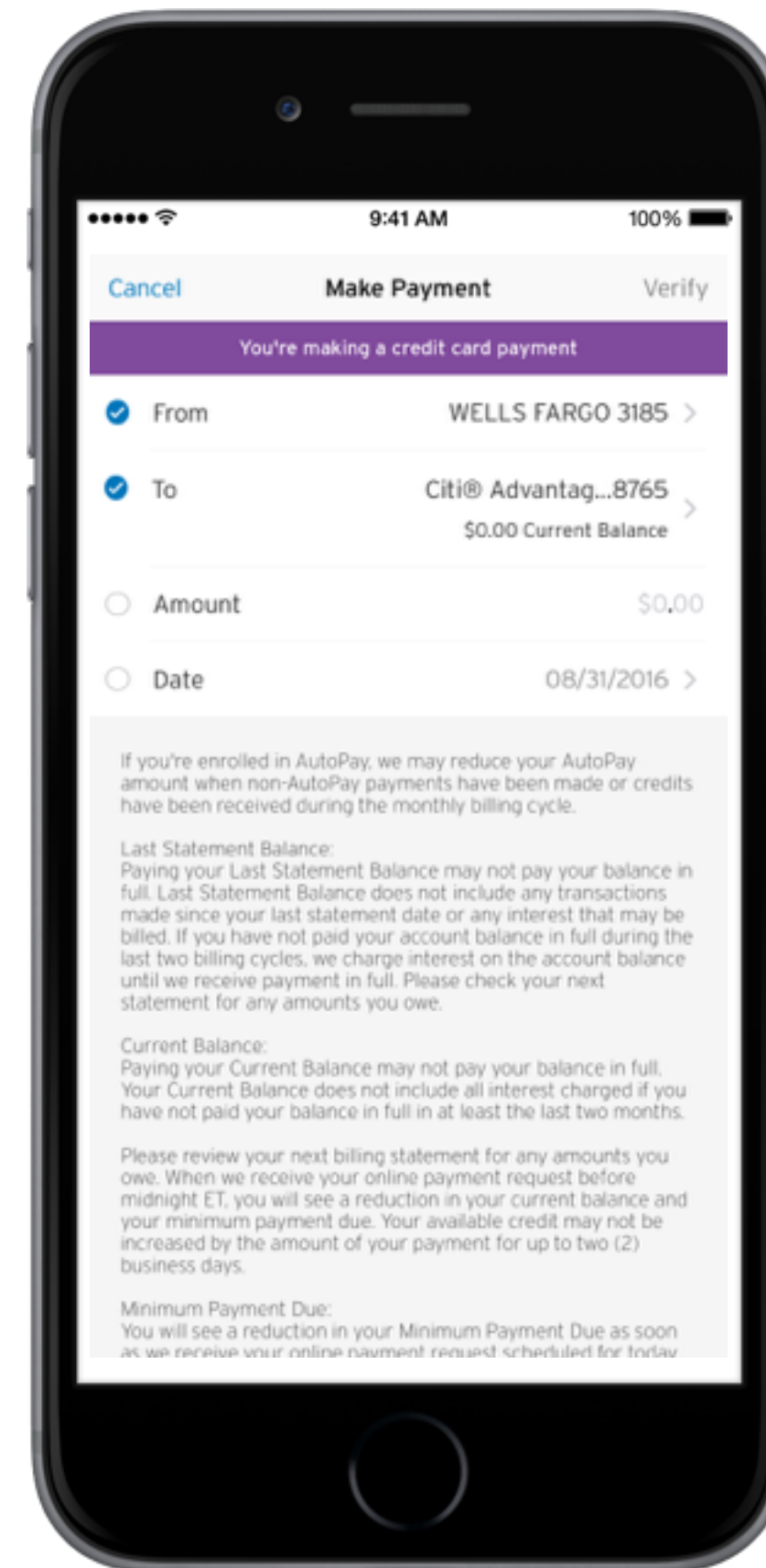


# Citi Mobile

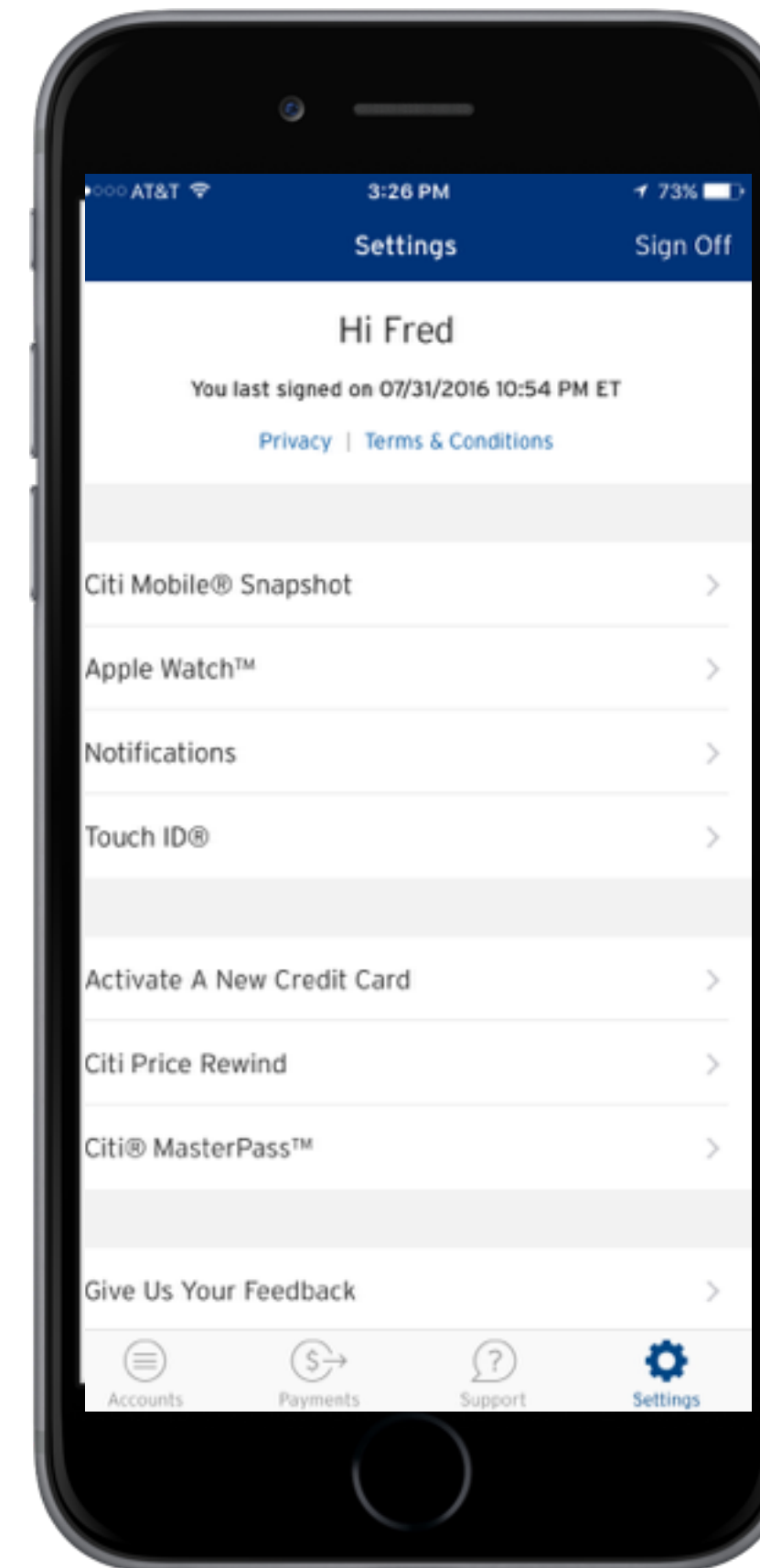
IOS APPLICATION 2015



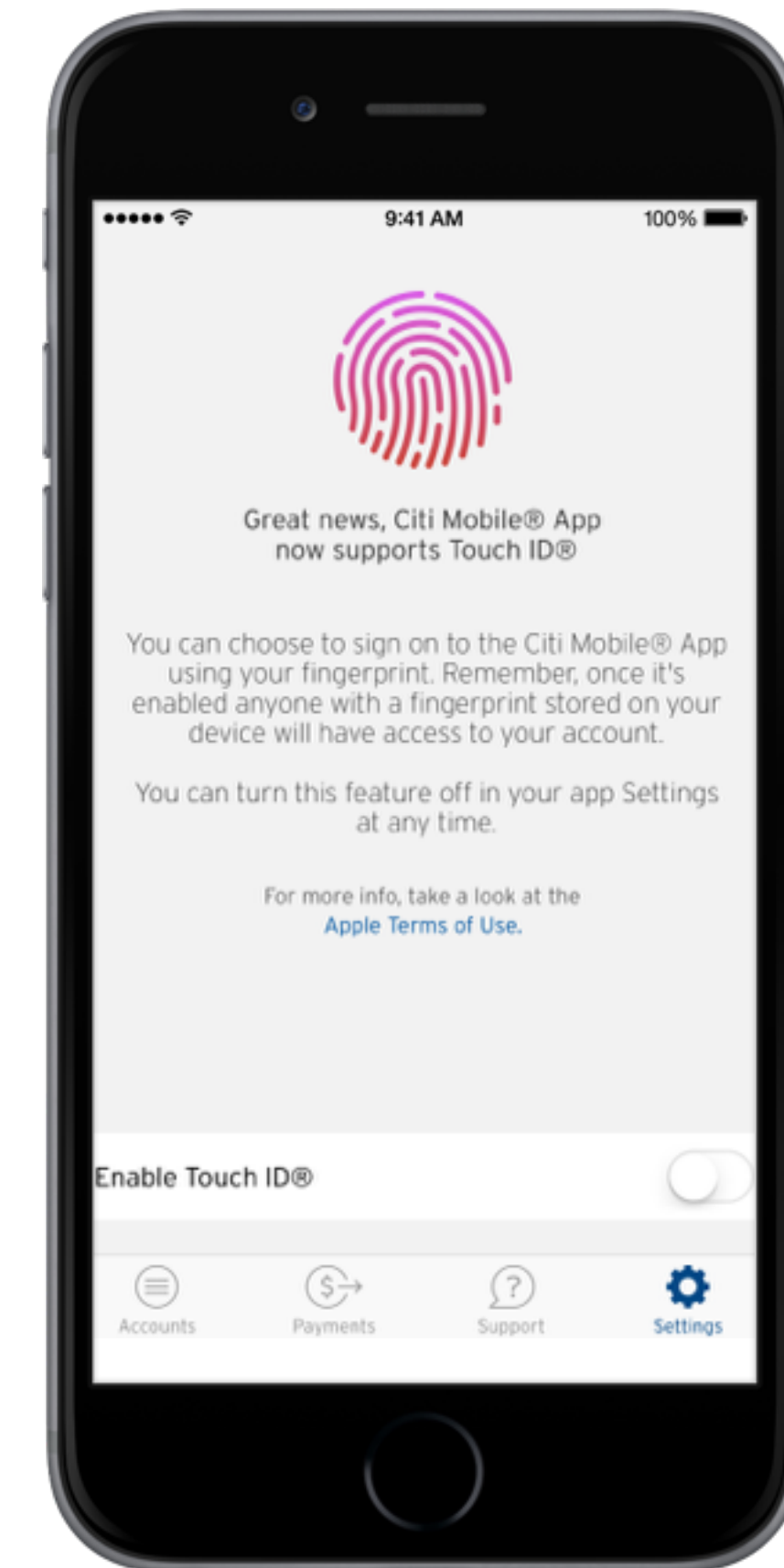
Updated Navigation



Enhanced Payment Flows



Apple Watch Integration



Touch ID Implementation

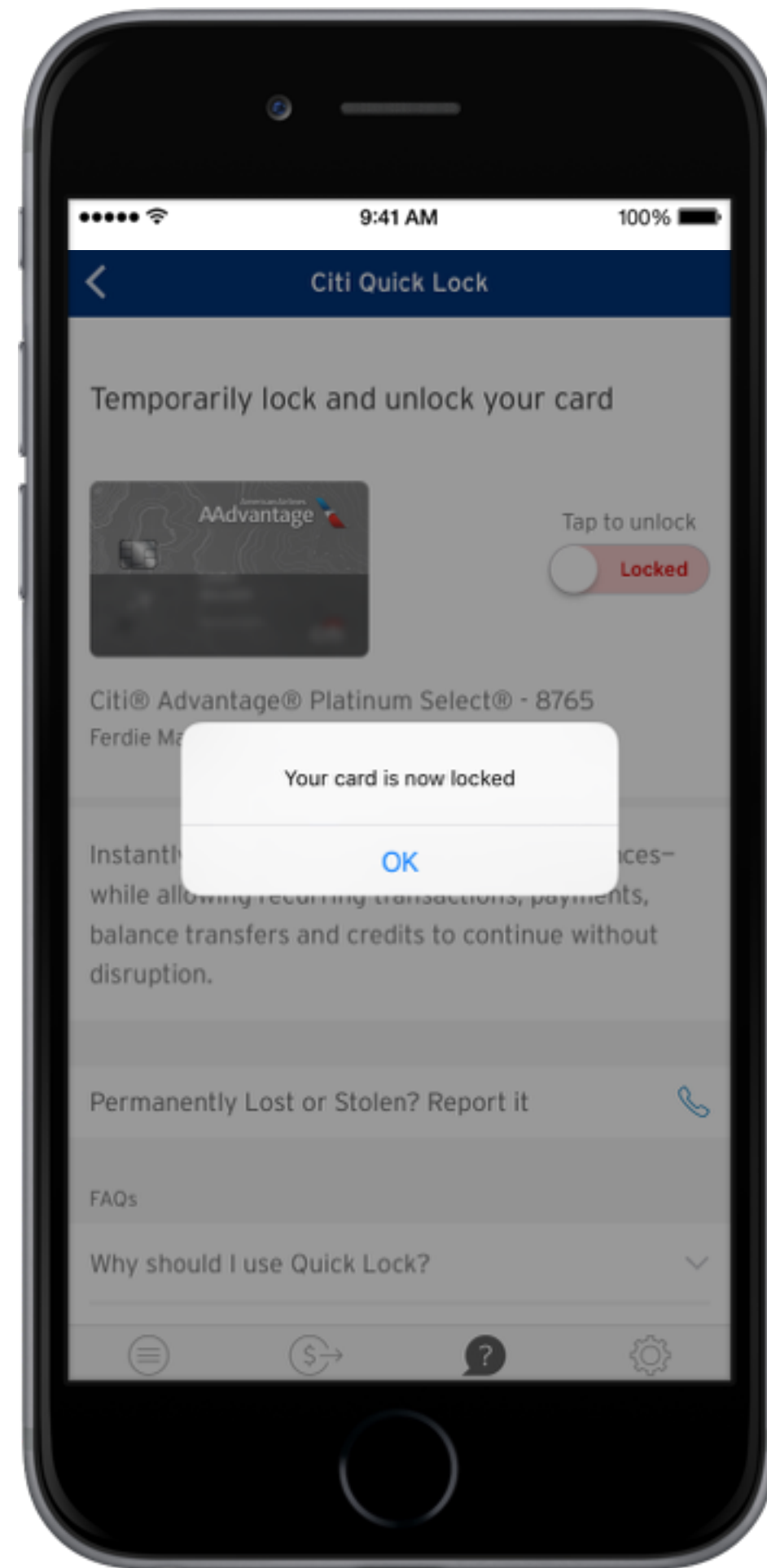
# Agile Citi: Card Replacement

## WEBSITE AND MOBILE APP



# Citi Card Replacement

WEBSITE AND IOS APP



## PROJECT DETAILS

Citi launched the Agile Citi initiative, creating multiple work streams implementing an agile methodology to their design and development process. The Card Replacement Journey addressed improvements to the Citi website and mobile application. The full card replacement journey included multiple projects that kicked-off across several different sprints.

### **Among these projects were:**

Card Tracker, Disputes, Pin Reset, Merchant updates, Profiles, Settings and Card Lock (Pictured.)

**Many of these flows are still in progress and are not approved to show.**

## PROJECT ROLE

- 💡 Ideation and Strategy
- 🔬 Research and Usability

# Next Steps

If you are looking for someone that can lead teams:

- in design thinking brainstorming
- with user-centric focus in usability and research
- a collaborative leader in agile methodologies

please contact me at 904.742.7855 or [fm@ferdiemartinez.com](mailto:fm@ferdiemartinez.com)



THANK YOU!

[FM]