

[FM]FERDIEMARTINEZ

UX MANAGER

User Experience Professional with 20+ years of superior experience leading multi-disciplinary teams for complex industries to create innovative customer solutions across a diverse range of digital channels

EXPERIENCE

● ALLSTATE BENEFITS TRANSFORMATIONAL GROWTH

UX CREATIVE MANAGER :: JUL2021 - PRESENT

- Lead creation and management of the user experience for customer and agent portals. Implement and maintain UX design standards, and accessibility standards.
- Collaborate with product owners to create user experience across the company.

● SKILLSTORM TECHNOLOGY/FLORIDA BLUE

UX CREATIVE LEAD :: MAY2019 - JUL2021

- Creation and management of the internal application UI Kit, providing senior UX leadership mentorship, and stewardship of design standards, UX research and design center of excellence.

● ONE CALL CARE MANAGEMENT

UX CREATIVE LEAD :: AUG2017 - APR2019

- Responsible for all aspects of user experience and software interface design, research and architecture providing wireframes, conceptual diagrams, task flows storyboards, journey maps and personas
- Gain strategic alignment and encourage innovation within and across the organization
- Lead the user-centered design conducting field observations and interviews, surveys, focus groups, exploratory studies, and task analysis

● KEY LIME INTERACTIVE

DIRECTOR OF UX DESIGN AND STRATEGY :: NOV2016 - AUG2017

- Represent the voice of the customer and a champion for world-class brand experiences including Microsoft, Southwest Airlines, Harley Davidson, IRS and the IMLS
- Lead quantitative and qualitative competitive research/analysis across industry leading software through in-depth 1:1 interviews and observations
- Use charismatic story telling to create persuasive prioritized UX recommendations and industry best practices to corporate stake-holders

● CITI GLOBAL RESEARCH CENTER OF EXCELLENCE

VP - UX GLOBAL RESEARCH MANAGER :: DEC2014 - SEP2016

- Lead a cross-discipline experience design team including vendor agencies to execute breakthrough solutions that customers love
- Lead key consumer insight projects including customer profile, personas and co-creation, concept development and experience validation through usability testing
- Drive NPS scores by utilizing customer insights and research data to inform strategies and improvements
- Conduct and manage remote user testing, focus groups, customer service interviews, lean testing and co-creation to inform strategies and improvements

● NEMOURS CHILDREN'S HEALTH SYSTEM

HEAD OF UX DESIGN & INFORMATION ARCHITECTURE :: JAN2010 - DEC2014

- Please inquire on previous relative employment -

SKILLS

IDEO DESIGN THINKING
AGILE METHODOLOGIES
USER CENTERED DESIGN
UX STRATEGY
CAMPAIGN - BRANDING
CUSTOMER RESEARCH

TOOLS

SKETCH
UXPIN
ADOBE CREATIVE SUITE
INVISION
AXURE
FIGMA
HTML/CSS

EDUCATION & CERTIFICATION

IDEO
2015 DESIGN THINKING

HUMAN FACTORS INTERNATIONAL
2006 - USABILITY & DESIGN

ST. JOHNS & PARTNERS
2000 - INTERN & FREELANCE

FLORIDA STATE COLLEGE
AT JACKSONVILLE
2000 - GRAPHIC DESIGN

FLORIDA STATE COLLEGE
AT JACKSONVILLE
1993 - LICENSED NURSING