

# [FM]FERDIEMARTINEZ

UX CREATIVE LEADER

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

### ● SKILLSTORM TECHNOLOGY

UX CREATIVE LEAD :: MAY2019 - PRESENT

- 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 stakeholders

### ● CITI GLOBAL RESEARCH CENTER OF EXCELLENCE

UX GLOBAL RESEARCH MANAGER :: DEC2014 - SEP2016

- Lead a cross-discipline experience design team including vendor agencies to execute breakthrough solutions that customers love
- Direct teams through complex projects using Design Thinking and agile methodologies
- 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

- Responsible for all digital experiences - including internal and external websites, mobile sites, applications and social media outlets
- Present design strategies and customer driven insights to the executive leadership team
- Lead collaboration across multi-functional teams such as branding, marketing, HR, IT and more medical departments throughout organization.

## SKILLS

IDEO DESIGN THINKING

AGILE METHODOLOGIES

USER CENTERED DESIGN

UX STRATEGY

CAMPAIGN - BRANDING

CUSTOMER RESEARCH

## TOOLS

SKETCH

UXPIN

ADOBE CREATIVE SUITE

INVISION

AXURE

AFTER EFFECTS

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