Sharon Martin

[Portfolio](#) | smartinsassy@gmail.com

Smart and sassy UI/UX designer. Innovative problem solver. Insightful leader. Mentor. Ergonomic wellness coach. Worked with psychics.

SKILLS

Product design, UI design, UX design, User research, User journeys, User testing, User centered design, Design thinking, Information architecture, Prototypes, Stakeholder management, Data visualization, Product strategy, Product management, Cross-functional teams, Collaboration, Team leader, Responsive web design, Process improvement, Engaging & intuitive communicator, A/B Testing, Agile methodology

EXPERIENCE

VSE Inc., Trevose PA - Innovative Advisor-Based Technology Platforms
2002 - 2024

Senior User Interface & User Experience Designer

7+ years

- Directed the design process for 40% of high-impact initiatives, overseeing everything from initial concept to final execution while ensuring a balance between user requirements, business objectives, and technical viability.
- Produced user centric and intuitive user flows to ensure user-friendly and visually appealing products across two brands.
- Achieved a 20% boost in productivity by fostering a collaborative environment within agile workflow, engaging cross-functional teams that included stakeholders, development and quality assurance teams.
- Crafted 12-18 month roadmap for product design, ensuring users and stakeholders alignment on vision and future growth.
- Contributed to 25% improvement of acquisition and retention ROI through A/B and Usability Testing across two brands for 5+ years as researcher and UI/UX designer.

UIUX Team Leader

5+ years

- Developed a culture of trust and efficiency within a creative team consisting of nine members.
- Maintained and enhanced design systems and brand guidelines for two brands, ensuring visual consistency across the team.
- Organized a weekly forum to promote feedback and suggestions from all participants.
- Assessed, structured and oversaw the operational projects of the marketing team designated to the UIUX team, achieving a 95% success rate in meeting deadlines.

Training
NN/g - *Web Usability Conferences, Self-directed media, "Digital Icons that Work" book*
Rosenfeld Media - *DesignOps Summits*

Tools

Figma, Photoshop, Illustrator, In Design, Microsoft Azure Dev-Ops, Office, Optimizely, Content Management Systems, Mail Chimp, Trust Pilot, Dot Digital, Invision, Canva, Hot Jar, Content Square