Quincy Martinez

UX Designer

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- User-centered UX Designer with 6+ years of experience transforming complex problems into intuitive digital experiences across fintech, healthcare, and e-commerce platforms
- Proven track record of increasing user engagement by 40% and reducing support tickets by 35% through data-driven design decisions and comprehensive user research
- Expert in end-to-end design process from ethnographic research and journey mapping to high-fidelity prototyping and usability testing validation

WORK EXPERIENCE

FinanceFlow Technologies
March 2021 - Present

Senior UX Designer

- Redesigned mobile banking onboarding flow through 20+ user interviews and A/B testing, reducing drop-off rates by 42% and increasing account activations by $4.2M annually
- Led design system implementation across 4 product teams, creating 75+ reusable components that decreased design-to-development time by 30% and improved consistency scores by 85%
- Conducted comprehensive accessibility audit resulting in WCAG 2.1 AA compliance, expanding user base to include 15% more users with disabilities and avoiding potential legal issues
- Facilitated cross-functional design sprints with engineering, product, and business stakeholders, delivering 3 major feature launches ahead of schedule

HealthTech Solutions
June 2019 - February 2021

UX Designer

- Transformed patient portal experience through iterative prototyping and usability testing with 50+ healthcare providers, reducing task completion time by 38% and increasing patient satisfaction scores to 4.7/5
- Synthesized insights from 30+ stakeholder interviews to redesign appointment scheduling system, decreasing administrative burden by 25% and reducing no-show rates by 18%
- Collaborated with development team to implement responsive design principles, ensuring seamless experience across devices and increasing mobile usage by 60%
- Established user research repository and testing protocols, enabling data-driven design decisions that improved conversion rates by 28%

RetailHub E-commerce
August 2018 - May 2019

UX Designer

- Redesigned checkout flow using card sorting and heat map analysis, reducing cart abandonment by 31% and increasing mobile conversions by $1.8M quarterly
- Conducted competitive analysis and user journey mapping for product discovery feature, resulting in 45% increase in product page engagement and 22% boost in average order value
- Prototyped and validated search functionality improvements through moderated usability sessions, decreasing zero-result searches by 40% and improving user task success rates by 35%

Digital Innovations Agency
January 2018 - July 2018

Junior UX Designer

- Supported senior designers on 8+ client projects ranging from startup MVPs to enterprise software redesigns, gaining exposure to diverse user needs and business requirements
- Created wireframes and interactive prototypes for client presentations, contributing to $500K in new business acquisition through compelling design demonstrations
- Assisted in user research activities including interview moderation and data synthesis, helping identify key insights that shaped product strategy for 3 major clients

SKILLS

Design & Prototyping: Figma, Adobe XD, Sketch, Principle, Framer, InVision, Miro, FigJam

User Research: Usability Testing, A/B Testing, Card Sorting, Journey Mapping, User Interviews, Surveys, Ethnographic Research, Persona Development

Development: HTML5, CSS3, Basic JavaScript, Responsive Design Principles, Git Version Control

Analytics & Testing: Google Analytics, Hotjar, Mixpanel, Amplitude, Optimizely, UserTesting.com

Collaboration & Process: Design Systems, Agile/Scrum, Design Sprints, Workshop Facilitation, Stakeholder Management, Cross-functional Collaboration

EDUCATION

Carnegie Mellon University
Master of Human-Computer Interaction
2017
• Relevant Coursework: User-Centered Design, Interaction Design, Design Research Methods
• Capstone Project: "Designing for Digital Health Literacy" - Prototype tested with 40+ participants

University of California, Berkeley
Bachelor of Science in Psychology
2015
• Relevant Coursework: Cognitive Psychology, Research Methods, Statistics
• Thesis: "The Impact of Visual Hierarchy on Information Processing in Digital Interfaces"

CERTIFICATIONS

Design Leadership Certificate
Nielsen Norman Group
2022

Accessibility in Design
Deque University
2021

Advanced Prototyping
IDEO Design Kit
2020

HONORS

UX Design Awards - Gold Winner, Financial Services Category
UX Design Awards
2023
Mobile banking redesign project that increased user engagement by 42%

Interaction Awards - Shortlisted, Connecting Category
Interaction Awards
2022
Healthcare patient portal redesign improving provider-patient communication

PUBLICATIONS

Designing Trust in Financial Interfaces
UX Collective
2023
25K+ reads

The Psychology of Mobile Banking UX
UX Planet
2021
18K+ reads

SPEAKING ENGAGEMENTS

Accessibility-First Design Systems

2022

UX Week San Francisco

Speaker presentation on implementing accessibility in design systems