GUILLERMO MARTIN

Alameda, CA 94501
Phone: (757) 620-2701 | Email: gscalica@gmail.com
LinkedIn | Github | Portfolio

SUMMARY

Front-end Web Developer and UX Designer with a background in biology and forensic science. Over two years of experience in creating and updating Web pages from high-fidelity designs. Proficient in user research, wireframing, prototyping, and usability testing. Skilled in crafting intuitive and engaging user experiences, eager to apply my Web development and UX design skills to create and deliver compelling digital solutions.

SKILLS

Web Development: HTML5, Pug, CSS3, SASS, JavaScript, React, Git, responsive Web development, Wordpress
UX Design: Wireframing, usability studies, low- and high-fidelity prototyping, Figma, responsive Web design, user stories and journeys, affinity diagramming, user research

EXPERIENCE

Web Developer   August 2021 – February 2024
Sift, San Francisco, CA
- Collaborated cross-functionally with Graphic Designers and various Marketing teams to create Sift's Fraud Industry Benchmarking Resource, Fraud Intelligence Center, and Fraud Schemes pages.
- Independently developed and launched a public-facing brand guidelines page, resulting in increased cross-departmental usage, improved access to brand resources, and adherence to brand consistency.
- Coordinated with Graphic Designers and the Content Marketing team to determine the feasibility of website requirements, ensure accuracy of the final product, and to ensure a successful website launch.
- Contributed to the development and maintenance of pages on Sift's Marketing Site, following SEO best practices and ensuring responsive Website behavior.
- Updated Sift's Marketing Site following a brand refresh to adhere to new brand guidelines and to increase the readability of text-heavy pages.
- Authored comprehensive developer documentation for Sift's Marketing and Wordpress sites to streamline new developer onboarding.
- Created a Marketo template to streamline Marketing campaign efforts for the Marketing Operations team.

Freelance Web Developer   June 2020 – September 2020
Oakland Peace Center, Oakland, CA
- Redesigned the Website using Squarespace, HTML5, and CSS3 in order to streamline user experience (UX) and create a more appealing and engaging user interface (UI).
- Collaborated with Board Members in order to maintain the company brand and improve brand awareness.
- Provided training on the use of Squarespace to the Donor Engagement Manager.

ADDITIONAL EXPERIENCE

Criminalist III (Forensic Scientist)   May 2009 – July 2019
Alameda County Sheriff's Office, Oakland, CA
- Conducted independent laboratory examination and analysis on hundreds of cases in Forensic Biology and DNA, documented findings in laboratory reports, processed crime scenes and conducted vehicle

examinations, conducted technical and administrative reviews, testified as an expert witness, and managed the exchange of criminally-sensitive information with local, state, and national law enforcement agencies.

EDUCATION

Google UX Design Professional Certificate: Coursera, June 2024.

Certificate in Full Stack Web Development: University of California, Berkeley Extension, Berkeley, CA.

Master of Science, Forensic Science: University of Central Oklahoma, Edmond, OK

Bachelor of Science, Biology: James Madison University, Harrisonburg, VA