GUILLERMO MARTIN

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Portfolio: https://guillermo-martin.github.io/

SUMMARY

Multidisciplinary web developer and UX designer with 2+ years of experience building and enhancing websites. Proficient in frontend web development, UX design, collaborating cross-functionally with marketing, design teams, and clients. Passionate about creating user-driven web experiences through code and thoughtful design.

SKILLS

Web Development: HTML5, Pug, Next.js, Tailwind CSS, CSS3, SCSS, TypeScript, JavaScript, React, RESTful APIs, Git/GitHub, 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

Freelance UX Designer   October 2024
Kumiko Music, Oakland, CA | https://guillermo-martin.github.io/kumiko-music-redesign.html
- Improved website navigation, readability, and brand identity by translating user feedback into design decisions.
- Led user research and usability studies to identify pain points, gather feedback, identify opportunities for improvement, and evaluate new website designs.
- Communicated updates on project status, findings, and design decisions, to align client goals with user needs.
- Created wireframes, high-fidelity mockups, and prototypes using Figma, ensuring alignment with client goals.
- Built and deployed a responsive website template on Wix, enhancing user experience across desktop and mobile sizes.

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 and ensure accuracy of the final product, resulting in a successful website launch.
- Enhanced Sift's Marketing Site by developing and maintaining SEO-optimized responsive web pages, improving user experience, and supporting strategic marketing goals.
- 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).
- Led live design sessions with the Donor Engagement Manager to garner feedback to maintain the company brand and improve brand awareness.
- Provided training on the use of Squarespace to the Donor Engagement Manager.

TECHNICAL PROJECTS

Pet Adoption App – https://pet-adoption-three-eta.vercel.app/
- Built a full-stack pet search application using Next.js, TypeScript, React, Tailwind CSS, and the Petfinder API.
- Automated secure API token handling and integrated RESTful API requests, allowing users to search for pets by type and zip code.
- Implemented localStorage to persist search results across sessions, enhancing user convenience.
- Designed UI components and layouts in Figma, ensuring a visually cohesive experience.

Pokedex App – https://guillermo-martin.github.io/pokedex_ver2/
- Developed a dynamic Pokemon search application using HTML, CSS, JavaScript, Fetch API, and the PokeAPI.
- Enhanced interactivity with custom animations using the Greensock (GSAP) animation library.
- Designed the UI in Figma, ensuring an engaging and accessible experience.

ADDITIONAL EXPERIENCE

Criminalist III (Forensic Scientist)   May 2009 – July 2019
Alameda County Sheriff's Office, Oakland, CA
- Spearheaded a validation study for new laboratory instrumentation, partnered with different units to determine the best course of action to process evidence, and mentored new staff in DNA analysis, forensic biology, and crime scene processing to facilitate overall laboratory productivity and efficiency.
- Conducted independent laboratory examination and analysis on hundreds of cases in the Forensic Biology Unit, documented findings in laboratory reports, processed crime scenes, conducted technical and administrative reviews, testified as an expert witness, and managed the exchange of sensitive information with local, state, and national law enforcement agencies.

EDUCATION

Google UX Design Professional Certificate: Coursera, online.

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.