

GUILLERMO MARTIN

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

SUMMARY

Front-end Web Developer with a Google UX Design Professional certificate and 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, jQuery, 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

Junior Web Developer

August 2021 – February 2024

Sift - <https://sift.com/>, San Francisco, CA

- Major accomplishments:
 - Collaborated cross-functionally with the Marketing and Design teams to create Sift's Fraud Industry Benchmarking Resource page.
 - Collaborated with graphic designers and the Content Marketing team to create the Fraud Intelligence Center page (updated quarterly) and Fraud Schemes page.
 - Developed and launched a public-facing brand guidelines page, which resulted in increased cross-departmental usage and improved access to brand resources and adherence to brand consistency.
- Collaborated with graphic designers and the Content Marketing team in order to determine the feasibility of requirements and to ensure accuracy of the final product.
- Contributed to the development and maintenance of numerous Web pages, including Sift's Trust and Safety University, Product, Partners, and Legal pages.
- Updated Sift's Marketing site to adhere to the new brand design following a brand refresh.
- Updated Sift's Legal pages to the brand's new design to increase the readability of text-heavy pages.
- Ensured responsive Website behavior without the aid of tablet and mobile mockups.
- Created developer documentation for Sift's Marketing site and Wordpress sites (Resources and Blog) to ease 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 - <https://www.oaklandpeacecenter.org/>, 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

- Responsibilities: conducting independent laboratory examination and analysis on hundreds of cases in Forensic Biology and DNA, documenting findings in laboratory reports, processing crime scenes and conducting vehicle examinations, conducting technical and administrative reviews, testifying as an expert witness, and managing 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