GUILLERMO MARTIN

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

SUMMARY

Multidisciplinary web developer and UX Designer with 2+ years of experience building and enhancing websites. Proficient in front-end web development and design thinking. Experienced in collaborating cross-functionally with marketing, design teams, and clients to deliver compelling digital solutions. Eager to apply my skills in web development to create user-driven digital experiences.

SKILLS

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

Freelance UX Designer   October 2024
Kumiko Music, Oakland, CA
- Created designs that improved website navigation, increased readability, and established a brand identity based on user feedback.
- Conducted user research to gather feedback, define pain points, and identify opportunities for improvement.
- Utilized Figma to create wireframes, high-fidelity mockups, and a high-fidelity prototype.
- Led usability studies to define user pain points, test new website designs, and evaluate the user experience.
- Communicated updates on project status, findings and design decisions, to align client goals with user needs.
- Built the website template in Wix, ensuring visual aesthetics and functionality on desktop and mobile browsers.

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 – Next.js, TypeScript, React, Tailwind CSS, RESTful API
- Developed a pet search application with Next.js and TypeScript, integrating the Petfinder API to fetch and display pet listings.
- Implemented RESTful API requests using the Fetch API, enabling users to search pets by type and zip code.
- Designed UI components and layouts in Figma, ensuring a visually cohesive experience.

Pokedex App – HTML, CSS, JavaScript, Greensock (GSAP)
- Developed a Pokemon search application using JavaScript and the PokeAPI, allowing users to search for and view Pokemon data.
- Implemented Fetch API requests to dynamically retrieve Pokemon data.
- Enhanced user experience by adding in animations using the Greensock (GSAP) animation library and designed the UI in Figma.

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.