GUILLERMO MARTIN

Alameda, CA 94501
Phone: (757) 620-2701 | Email: gscalica@gmail.com
LinkedIn: https://www.linkedin.com/in/guillermo-martin-10441046/ | GitHub: https://github.com/Guillermo-Martin
Portfolio: https://guillermo-martin.github.io/

SUMMARY

Multi-disciplinary frontend web developer and UX designer with 2+ years of experience building and updating websites. Proficient in frontend web development, UX design, collaborating cross-functionally with marketing teams, design teams, and clients. Passionate about creating accessible web experiences driven by user research, user feedback, and thoughtful designs.

SKILLS

Web Development: HTML, Pug, Next.js, Tailwind CSS, CSS, 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 the website's navigation, readability, and brand identity through the use of layout, typography, white space, and implementation of a navbar.
- Conducted user research and led usability studies in order to identify user pain points, gather feedback, identify opportunities for improvement, and evaluate new website designs.
- Regularly communicated updates to the client regarding project status, user findings, and design decisions to ensure they were aligned with the client's goals while also meeting user needs.
- Created wireframes, high-fidelity mockups, and a prototype, based on user feedback, using Figma.
- Built a responsive website template using Wix, based off of the high-fidelity mockups.

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 Intelligence Center, Fraud Schemes, and Fraud Industry Benchmarking Resource pages.
- Independently developed and launched a public-facing brand guidelines page, resulting in improved access to brand resources, increased adherence to brand guidelines, and increased departmental usage.
- Updated web pages throughout Sift's Marketing site following a brand refresh to ensure they adhered to new brand guidelines and to increase the readability of text-heavy pages.
- Coordinated with graphic designers and the Content marketing team to determine the feasibility of website requirements, accurately translate designs into working websites, and ensure accuracy of the final product, resulting in a successful website launch.
- Improved and maintained web pages throughout Sift's Marketing site by ensuring responsiveness, adherence to brand guidelines, and adding in SEO-optimized metadata.
- Debugged any issues on the frontend, as needed, to ensure the best possible user experience.
- Authored comprehensive developer documentation for Sift's Marketing and WordPress sites to streamline new developer onboarding.
- Supported the Marketing Operations team by creating a Marketo template in order to streamline marketing campaign efforts.

Freelance Web Developer   June 2020 – September 2020
Oakland Peace Center, Oakland, CA
- Redesigned the Website using Squarespace, HTML, and CSS 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 responsive full-stack pet search application using Next.js, TypeScript, React, Tailwind CSS, and the PetFinder API.
- Integrated the PetFinder API on the backend to handle API token requests for authorization and retrieval of pet data, and utilized React Context to handle the flow of data.
- Designed UI components and layouts in Figma to ensure a visually cohesive experience and translated designs into reusable React components and an interactive web interface.

Pokedex App – https://guillermo-martin.github.io/pokedex_ver2/
- Built a responsive Pokemon search application using HTML, CSS, JavaScript, Fetch API, and the PokeAPI.
- Integrated the PokeAPI on the frontend to handle retrieval of Pokemon data.
- Utilized the Greensock (GSAP) animation library to create custom animations that allow the user to interact with Pokemon sprites, and dynamically add color to indicate the Pokemon's types to a user.
- Designed the UI in Figma and translated the designs into an interactive web interface.

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.