

ARIELE MARTINEZ

UX/UI Designer



www.arielemartinez.com



646.691.6288



acmartine@gmail.com

Education & Certifications

Bryn Mawr College
Bryn Mawr, PA
BA in Psychology, 2013

New Marketing Institute
New York, NY
Digital Marketing Certification,
2016

Skills

Adobe Illustrator
Adobe Photoshop
HTML5
CSS3
JavaScript & jQuery
WordPress
Sketch App
InVision
Bootstrap
Git & GitHub

Experience

Freelance

UX/UI Designer, Front-End Developer • New York, NY

Jan 2016 to Present

Freelance UX/UI design & front-end development for clients, primarily startup companies and small businesses. Portfolio of work available on arielemartinez.com.

Startup Institute New York

Web Design Track • New York, NY

Oct 2015 to Dec 2015

Selected from a competitive applicant pool for an eight-week immersive program. Startup Institute helps individuals to develop the skills, mindset, and network to be high-impact at a high-growth company.

The Web Design Track specifically focuses on HTML + CSS, jQuery, JavaScript, user-centered design, rapid ideation, navigation, and flow.

BeerMenus

Design Consultant • New York, NY

Oct 2015 to Dec 2015

Graphic design & UX consultant. Designed customizable point-of-sale marketing materials for BeerMenus clients to display at their business locations (retail & foodservice institutions).

Chuck Cooper Foundation

Program Director, Development Officer • Pittsburgh, PA

Sep 2013 to Jul 2015

Designed, implemented, and evaluated the inaugural Leadership Development Program, which provided graduate and undergraduate students with mentoring, leadership training, and community service experience. Interviewed students for admission and conducted ongoing surveys.

Acquired over \$80,000 in grant funding from major local foundations to support programming and operations.