

ARIELE MARTINEZ

UI/UX DESIGNER

PROFILE

UX designer
from New York City with
front-end expertise
and an eye for detail.

CONTACT

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SKILLS

HTML5 & CSS 3
JavaScript
jQuery
Bootstrap
WordPress
PHP
Adobe Illustrator
Adobe Photoshop
Sketch
InVision
MailChimp
Google Drive
Microsoft Office

WORK EXPERIENCE

UI/UX DESIGNER & FRONT-END DEVELOPER | FREELANCE

NEW YORK, NY • JANUARY 2016 - PRESENT

End-to-end user experience, visual & interface design, & responsive front-end development for clients, primarily startup companies and small businesses.

Full portfolio of work is available at arielemartinez.com.

DESIGN CONSULTANT | BEERMENUS

BROOKLYN, NY • OCTOBER 2015 - DECEMBER 2015

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

Prototyped a webpage for users to customize and download these assets. Participated in weekly design sprints with project team members and staff at BeerMenus.

PROGRAM DIRECTOR/DEVELOPMENT OFFICER | CHUCK COOPER FOUNDATION

PITTSBURGH, PA • SEPTEMBER 2013 - JULY 2015

Design, implementation, and evaluation of the inaugural Leadership Development Program, which provided graduate and undergraduate students with mentoring, leadership training, and community service experience. Interviewed students for program admission and conducted ongoing surveys.

Established e-newsletter and regularly updated the organization's WordPress website and Facebook page.

EDUCATION

WEB DESIGN TRACK | STARTUP INSTITUTE NEW YORK

NEW YORK, NY • OCTOBER 2015 - DECEMBER 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. Trained in agile methodology.

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

B.A. IN PSYCHOLOGY | BRYN MAWR COLLEGE

BRYN MAWR, PA • AUGUST 2009 - MAY 2013

Coursework in Behavioral, Social, and Developmental Psychology;
Minor in Biology