

ARIELE MARTINEZ

UX/UI Designer



arielemartinez.com



646.691.6288



acmartine@gmail.com

Education & Certifications

New Marketing Institute

New York, NY

Digital Marketing Certification

Bryn Mawr College

Bryn Mawr, PA

BA in Psychology

Skills

Adobe Illustrator

Adobe Photoshop

Sketch App

InVision

HTML5

CSS3

JavaScript & jQuery

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.

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. Created 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, providing graduate and undergraduate students with mentoring, leadership training, and community service experience. Acquired over \$80,000 in grant funding from major foundations to support programming and operations.