

ARIELE MARTINEZ

UI/UX Designer

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Education & Certifications

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

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

Skills

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

Experience

Freelance

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

Jan 2016 to Present

End-to-end user experience and interface design & responsive 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. Trained in agile methodology.

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

BeerMenus

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

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.

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