Angela Martinez

UI / Product Designer

With 5 years of digital design experience, I have expertise in building design systems and improving usability and accessibility at scale.

Toronto, ON
ang@helloang.com
http://helloang.com

Experience

FCBSix, *Ontario Travel* — UX/UI Designer, Freelance. Oct. 2020 — Jan 2021

· Defined Ontario Travel's design system and digital pattern library over 13 sprints on a 4-person design team using the Foundation framework

· Vetted the key content pages based on SEO performance and key design components to demonstrate the new design's adaptability

· Contributed directly to shape the overall design process and cross-displinary collaborative sprints

Anderson DDB — Sr. Interaction Designer, Freelance. Sept. 2019 — Oct. 2020

· Delivered responsive websites and managed design libraries for Gilead, Abbott, Pfizer, Canadian Doctors Against Guns, and Seysara

· Designed the TimeForJAKSTAT.com website as the hub for Gilead's ulcerative colitis research and development

· Led and contributed to the digital design team's organizational restructure and internal design process

Best Buy Canada — Experience Designer, Freelance. Aug. 2018 — Feb. 2019

· Increased conversion and improved daily KPI's by launching weekly sales in the computing, mobile, and imaging categories

· Successfully launched the first online phone pre-order tool ahead of the iPhone XS launch

· Re-designed the BestBuy Mobile page and increased traffic by 29% and reduced bounce rate by 63% in just one month

Noise Digital — Production Designer. Aug. 2016 — Aug. 2018

· Designed and successfully launched microsites for Destination BC, Ferrero Rocher, Kinder Surprise, Nutella, and Goldfish

· Developed the in-house design and development process for microsites and HTML5 ads

Freelance — Product/UI designer, front-end developer. 2014 — current

· **Clients:** Chinese Canadian National Council, HPNOTIQ, Muri Lelu, TD Bank, RBC, Air Canada, Government of Ontario, Klick Health, CAN Health, Evergreen Art Program, HDBEENDOPE, Universal Music, University of British Columbia, EMPIRE Distribution, Lululemon, Plenty Clothing

Skills

UI / Interface design
UX / Product design
Interaction design
Front-end development
Video editing / animation

Current Tools

Figma, Adobe XD, VSCode, After Effects

Development languages

HTML5, CSS, ES6

Recognition

BCAMA Marketers of The Year — 2018, Noise Digital

The RX Club — 2019, NotBulletproof.ca

Education

2016 - 2018: BCIT, *Computer Science*

2013 - 2015: Kwantlen Polytechnic University, *Fashion Design*

2012 - 2013: Emily Carr University, *Visual Arts*