MARTA SIVERTSEN

I'm a designer with a lean towards UX and a secret crush on visual. It's my job to bring a whole slew of creative ideas and people together, solve complex problems, and come up with precisely crafted designs. Let's work together.

SKILLS

User experience design
Project management
Design lead
App, responsive web design
Visual design
Usability testing
Prototyping
Sketch
Adobe Creative Suite
HTML, CSS
InVision, Zeplin, Principle
Collaboration
Detail focused
Flexible
Hardworking
Quick learner
Self-starter
Team builder
Achiever

EDUCATION

Seattle Central College
Associates Degree . 2010
Graphic Design

University of Washington
Bachelor of Arts . 2005
Interdisciplinary Visual Arts

EXPERIENCE

UX DESIGNER

PicMonkey . June 2015 - Oct 2017
- Set priorities for the mobile design team, working with product and engineering to stay on track
- Helped product define and create the product roadmap for the mobile app
- Led the design of the mobile app, and built comprehensive specs for cross-team communication
- Supported and mentored other designers on the mobile team
- Made design a company wide effort, and brought transparency into the design process
- Created and lead usability studies to discover how to improve the product

UX DESIGNER

Getty Images . Aug 2012 - Jan 2015
- Lead UX Designer for Image.net, Media Manager, and iStock iPad App project
- Conducted and lead user testing and research for Image.net and other products
- Developed responsive design solutions for several areas on Gettyimages.com
- Created weekly work sessions where developers, designers, and product managers brainstormed and collaborated on feature solutions
- Worked to create a team centered atmosphere, by setting up multiple team events and weekly lunches, and in addition coordinated workshops for team members to learn new skills

WEB DESIGNER

Symetra Financial . Feb 2012 - March 2012
- Designer for back-end site redesign
- Improved and developed the user interface, creating a cohesive experience reflecting the Symetra brand
- Developed site navigation, wireframes, and generated design iterations

PRODUCT DESIGNER

MSN Mobile Experience Team, Microsoft . Dec 2010 - Dec 2011
- Lead designer for the MSN Mobile Weather Channel. Worked on project from concept development through to the final product, working closely with development team
- Designer for MSN Video, Entertainment, Autos, and FOX Sports mobile websites
- Tested and designed across multiple mobile devices (iOS, Android, Windows Phone)

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