

Marti Doke

User Experience Designer

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By combining a methodical mindset with a creative sensibility, I design innovative, research-driven, user-centered solutions that are sleek, intuitive, and effortless.

Experience

October 2018 - Present

UX Designer Apprentice | Bloc

- Enrolled in a 500+ hour project-based program under remote mentorship of accomplished UX professionals.

July 2018 - Present

Digital Marketing Associate | Informa Engage

- Headed the email marketing for the top grossing products in our brand portfolio.
- Re-engineered under-performing campaigns through analysis, A/B testing, design rework, copywriting, and audience segmentation.
- Conducted user research to grow engagement with our marketing platforms.

January 2018 - June 2018

Marketing Program Intern | American Red Cross

- Managed text, email, and direct mail campaigns while overseeing their execution.
- Monitored segmentation and altered due to consumer needs.
- Launched our text messaging response program increasing donor attendance by 27%.

Projects

StormCloud

A cloud-based application mockup enabling collaboration through features such as whiteboards and pinboards.

Skills

User Research
Wireframing & Prototyping
Personas & Market Research
Branding / Visual Design
Front-End Development

Tools

Adobe Creative Suite
Sketch, Figma, InVision
HTML, CSS, JS, jQuery

Education

BS in Business
Administration

University of Nebraska -
Omaha
Marketing, Management,
International Business
2014 - 2018