

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.

Projects

StormCloud

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

Experience

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%.

Education

Bloc UX Apprenticeship

Enrolled in a 500+ hour project-based program under remote mentorship of accomplished UX professionals.
2018 - Present

BS in Business Administration

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

Skills

User Research
Audience Segmentation
Personas
Journey Maps
Usability Testing
Branding / Visual Design

Tools

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