

Lizbeth Martinez

Product Designer / UX Designer

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Creative and detail-oriented Product Designer with over a decade of experience in translating sketches into high-quality designs and effective prototypes. Proficient in Service Design, complex system analysis, and utilizing methodologies such as Scrum and Design Thinking. Adept at HTML5, CSS3, and SASS, with a strong background in user research and testing platforms like Monetate and Optimizely. Known for clear communication, iterative problem-solving, and a keen eye for detail.

Key Highlights

- **12+ Years of Experience:** Extensive background in building products within a tech environment, demonstrating strong product development skills.
- **Collaborative Team Player:** Proven ability to work alongside user experience researchers and cross-functional teams to enhance design outcomes.
- **Proficient in Design Software:** Highly proficient using design software (Figma, Sketch, Adobe XD and Adobe Suite)
- **Proactive and Results-Driven:** Takes ownership of outcomes, demonstrating strong problem-solving skills.
- **User Research Expertise:** Proficient in various research methods and user testing techniques to inform design decisions.
- **Experimentation & A/B Testing:** Experienced in designing and executing experiments to optimize user experiences.
- **Design Systems Development:** Skilled in building and implementing design system components in collaboration with engineering teams.
- **Prototyping Proficiency:** Expert in transforming sketches into pixel-perfect designs, creating both low-fidelity and high-fidelity prototypes.
- **Agile Methodologies:** Well-versed in Scrum, Kanban, Design Thinking, and Design Sprint frameworks to drive project success.
- **User Testing Platforms:** Knowledgeable in using Monetate, Optimize, and Optimizely for user testing and feedback analysis.
- **Technical Skills:** Proficient in HTML5, CSS3, and SASS, complemented by strong illustration and fine arts techniques.
- **Effective Communicator:** Strong communication skills with a proven ability to articulate design concepts clearly and effectively.

Technical Skills

Research Methods:

Ethnography, Diary Studies, Personas, Journey Maps, Heatmaps, Analytics, Click Maps

Design & Prototyping:

Wireframes, Mockups, Prototypes, Flow Diagrams, Information Architecture

Design Tools:

Figma, Sketch, Adobe XD, Adobe Suite

Tools:

Notion, Jira, Confluence, Trello, Miro, FigJam, Mural

Testing & Analytics:

Optimize, Optimizely, Monetate, Google Analytics, Hotjar, Lookback, Smartlook

Technologies:

HTML5, CSS3, Bootstrap, Sass

Illustration:

Digital illustration in Procreate

Versioning & Handoff:

Zeplin, Storybook

Professional Experience

Sr. UX Designer

Development Dimensions International

<https://www.ddiworld.com/>

2022 - 2024

- **Create High-Fidelity Wireframes:** Develop detailed wireframes that visually represent design concepts, focusing on the structure and layout of user interfaces.
- **Develop Interactive Prototypes:** Build interactive prototypes to test and validate design concepts with real users, ensuring functionality aligns with user needs.
- **Establish and Maintain Design Systems:** Collaborate with design team members to create and manage design system libraries using Adobe XD, ensuring consistency and efficiency in design.
- **Collaborate with Cross-Functional Teams:** Work closely with teams across different disciplines to ensure that prototypes meet project objectives and requirements.

Key Projects:

- New UI Components Library.
- Content Users Module Migration.
- Short Video Format Experience.
- Portfolio and Designer Module Redesign
- Assessment Configuration Module.

Lead UX Designer

PriceTravel

2021 - 2022

B2C : <https://www.pricetravel.com/> , <https://viajes.tiquetesbaratos.com/>

B2B/ B2B2C: <https://www.travelinn.com.mx/>

App: <https://play.google.com/store/apps/details?id=com.pricetravel&hl=en&gl=US>

- **DesignOps:** Design tools to encourage consistency in the team's workflow, documentation, and deliverables.
- **Team Leader:** Lead and develop a team of designers to deliver user experiences for B2C and B2B platforms. Define the team's vision and goals to meet and exceed business and marketing objectives.
- **Mentoring:** Mentor junior designers and provide leadership within the UX team, fostering professional growth and ensuring high-quality design outputs.
- **Collaborate with Cross-Functional Teams:** Work closely with teams across different disciplines to ensure that prototypes meet project objectives and requirements.

Key Projects:

- Redesign B2B2C (Traveline) Platform.
- Design new features in RSV (Internal platform form manage reservations)
- Payment Gateway offline/online. This project objective was to centralize in a single payment platform, all the different options to pay
- Implement a Whitelabel theme for other clients (B2B) using our design system.

Sr. UX Designer / Service Designer

Bestday / BD Experience

2019 - 2021

- **Research:** Conduct user research to understand user needs and effectively communicate these insights to both business stakeholders and technology teams.
- **Mapping:** Map processes and create and analyze personas, workflows, Jobs to Be Done (JTBD), and service blueprints to identify and address product gaps.
- **Design:** Design personas, empathy maps, journey maps, user maps, wireframes, prototypes, high-fidelity concepts, and engineering-ready UI designs.
- **Document Processes:** Analyze and document the processes for the operation of the BDTravel-Experience receptive line.
- **Facilitator:** Facilitate co-creation workshops.

Key Projects:

- Redesign of BD Drivers App.
- Service Dashboard.
- Logistic Airport App.
- Blueprint and mapping of the service.

Lead UX Designer

Bestday

2016 - 2019

<https://www.bestday.com.mx/>

- **Oversight of the UX Team:** Coordinate, support and guide designers, offering mentorship and direction.
- **Define guidelines:** Collaborate with the design system team, help define guidelines, and standards to ensure a consistent and cohesive user experience across all platforms and touchpoints.
- **Test Designs:** A/B hypothesis approach to increase site conversion.
- **Research:** Assisted with research, usability testing, and user journey mapping as needed to gain insights and identify opportunities for enhancing the user experience.
- **Collaborate with Cross-Functional Teams:** Work closely with teams and departments across the company to ensure that prototypes meet project objectives and requirements.
- **User-centered design solutions:** Translated user insights and business requirements into user-centered design solutions, incorporating user interface design, interaction design, and visual design principles.
- **UX Laboratory:** Creation of the first usability laboratory in the company.

Key Projects:

- B2C Platform Redesign
- Set up our first Usability Lab.
- Checkout Redesign
- Flights booking path redesign.
- Maintained affiliates websites: <https://cancun.com/>, Vallarta.com, Los-cabos.com

UX/UI Designer

Bestday

2013 - 2016

<https://www.bestday.com.mx/> / <https://www.bestday.com.mx/app>

- **Design:** Wireframes, prototypes, user flow diagrams, user journeys, low fidelity mockups, high-fidelity visual designs and other deliverables as appropriate.
- **Collaborative Development:** Work closely with the product and development teams during implementation to ensure that design concepts are translated into fully functional and visually compelling features.
- **UX Metrics:** Work closely with Product Managers to gather business requirements and success metrics
- **Identify user needs:** Plan, conduct, and participate in discovery and ideation activities to identify user needs and best-in-class experiences, utilizing brainstorming workshops, whiteboarding sessions, usability testing, surveys, and user interviews
- **Front-end:** HTML / CSS / SCSS Templates

Key Projects:

- Apartments and Vacation Rentals incorporated as a new product.
- Bus Ticket Booking Path,
- Product Page Redesign
- Addons in checkout

Education

- **Bachelor of Information Design** – Universidad de las Américas Puebla
- **Certificate in Fine Arts** – Universidad de las Américas Puebla

Certifications

- **UX Management: Strategy and Tactics** – Interaction Design Foundation
- **UX Research Methods and Best Practices** – Interaction Design Foundation