

James Martin

Design Leader | Building Teams and Digital Experiences with Strategic Creativity

Contact	Phone: 262-894-8732 Email: martin.jamesfrancis@gmail.com	Location: Remote Madison, WI Portfolio: www.martinjamesf.com
Experience	<div><div>Lead Experience Design Northwestern Mutual Insurance</div><div>06/22 - Present</div><div>Defining and driving the future of the Northwestern Mutual digital product experience for our customers, the field members, and business partners.</div></div> <div><div>Experience Design Specialist American Family Insurance</div><div>11/20 - 06/22</div><div>Led cross-functional teams through the human-centered design to produce digital product solutions that solve organizational problems.</div></div> <div><div>Experience Design Lead Singlewire Software</div><div>10/19 - 11/20</div><div></div></div> <div><div>Experience Design Manager & Specialist American Family Insurance</div><div>07/15 - 05/19</div><div></div></div> <div><div>User Experience Designer Johnson Health Tech</div><div>11/13 - 07/15</div><div></div></div> <div><div>Independent Design Consultant Medical/pharmaceutical industry</div><div>07/11 - 11/13</div><div></div></div> <div><div>Interactive Designer HellermannTyton</div><div>04/10 - 07/11</div><div></div></div> <div><div>Interactive Designer B2B/B2C Agency</div><div>11/07 - 04/10</div><div></div></div> <div><div>Graphic Design Intern at Northwestern Mutual</div><div>05/06 - 08/07</div><div></div></div> <div><div>Sergeant United States Army</div><div>03/99 - 03/07</div><div></div></div>	
Education	<div><div>University of Wisconsin-Milwaukee 2011-2012</div><div>Web Design/Development Series</div></div> <div><div>University Wisconsin School of Business 2025-2027</div><div>Web Marketing for Small Business Series</div></div> <div><div>Waukesha County Technical College 2005 - 2007</div><div>AAS Graphic Design</div></div>	
Certificates	Human-Centered Service Design IDEO U 2021	Advanced Design Thinking IDEO U 2020
	User Experience Certified (UXC) Nielsen Norman Group 2016	
Attributes	<div>Skills</div> <div>Leadership, Team Development, Strategy, Product Design, User Experience Design, Research, Design-Thinking, Systems-Thinking, Presentation, Workshops, Graphic Design, Motion/Video Editing, Front-end Development</div>	<div>Industry</div> <div>Finance, Insurance, Medical Device, Fitness Equipment, Marketing, Advertising</div>