

# TIMOTHY MARTENS

TIMPISH.COM UI@TIMPISH.COM (512) 839-0033 LINKEDIN

User experience designer focused on healthcare user interface and interaction design. I apply practical research, human-centered design, and engineering methods to create resilient and easy to use products.

## Experience

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### UnitedHealth Group

#### UX Architect/Agile Practitioner 3

NOV '22 – AUG '23

Authored UCD research framework to accelerate spikes by 50% ÷ Developed Agile KB, IA, and UI to improve content findability by 67% ÷ Shipped team identity, web UIs, and design system to increase engagement by 30% ÷ Created DATA VIZ color palette to eliminate 100% of A11Y issues ÷ Reworked OTU logo to comply with Optum brand ÷ Ran heuristic evaluations to grade and recommend embedded and emerging technologies

#### Principal UX Designer

FEB '13 – OCT '22

Advised on and prototyped UI/interaction design solutions for key LOB functions ÷ Led research and design of bespoke patient intake product estimated to save >\$2MM/year at scale ÷ Improved design and performance of COVID-19 landing page: -86% payload, -99% LOC, 4x100 Lighthouse ÷ Built out design token repositories to extend brands' reach to UI contexts ÷ Served as UI/UX SME across multiple portfolio products

### WellMed

#### Lead UX Designer

NOV '11 – JAN '13

Designed multiple clinical screening UIs used >10MM times since launch ÷ Developed and tested service design and iOS prototypes for HCAHPS surveys and clinic patient flow optimization ÷ Architected design system and tokens to accelerate prototyping and facilitate DESIGNOPS

#### Sr. UX Designer

AUG '11 – OCT '11

Audited UI/UX of proprietary EHR/PMS product to establish independent design backlog ÷ Defined and measured KPIs to create baseline for product scorecards ÷ Designed and tested clinician and patient facing features from concept to production ÷ Prototyped UIs to validate concepts

### Splash Design

#### Principal Consultant

MAY '01 – JAN '11

Provided UI, UX, content, IA, SEO, identity, print, and environmental design services ÷ Actualized web UIs for agency and small business clients ÷ Conceived and developed a tour bookings procurement and management app ÷ Delivered UI/UX prototypes across the fidelity spectrum

### Forbes Consulting Group

#### UX/Design Manager

JUN '98 – JAN '01

Managed DESIGNOPS of all Fortune 500 client digital and print output ÷ Designed UI/UX of first-ever online focus group product ÷ Produced intranet/extranet UIs for project management and secure document exchange ÷ Launched consultancy's first public-facing web properties

## Education

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## Skills

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### University of London

MSc studies, Politics, SOAS

### University of California San Diego

BA, History, Revelle College

### DeCordova Museum School

Dynamics of Color I/II/III with Ati Gropius Johansen

### Yale University

Presenting Data & Information with Edward Tufte

### Tufts University

Icons & Visual Symbols, SFMA

### Harvard Extension School

Physics I: Mechanics, Elasticity, Fluids, and Diffusion

### Practice

UI Design ÷ Interaction Design ÷ UX Design ÷ Product Design ÷ Service Design ÷ Design Strategy ÷ Design Thinking ÷ HCD ÷ UCD ÷ UX Architecture ÷ IA ÷ UX Research ÷ Design Methods ÷ DesignOps ÷ Design Engineering ÷ Engineering Method ÷ Accessibility ÷ Inclusive Design ÷ Color Theory ÷ Content Design ÷ Typography ÷ Editorial Design ÷ Technical Writing ÷ UX Writing ÷ Information Design ÷ Data Visualization ÷ Communication Design ÷ Visual Design ÷ Graphic Design ÷ Identity Design

### Deliverables

Concept Models ÷ Prototypes ÷ Mockups ÷ Wireframes ÷ GUI ÷ VUI ÷ Design Systems ÷ Design Specifications ÷ Competitor Analysis ÷ Usability Reports ÷ Analytics Reports ÷ Site Maps ÷ Journey Maps ÷ Storyboards ÷ Flowcharts ÷ Personas

### Technologies

CSS ÷ HTML ÷ JS ÷ SVG ÷ User Agents ÷ VS Code ÷ Git ÷ Figma ÷ ProtoPie ÷ Framer ÷ D3 ÷ A.I. ÷ JSON ÷ YAML ÷ HTTP ÷ Web Components ÷ PWAs ÷ Web APIs ÷ Xcode/SwiftUI ÷ iOS/macOS ÷ Android/Material ÷ Windows