

# Nico Martinez

## UI/UX Designer

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### PROFESSIONAL SUMMARY

I am a UI/UX Designer with a compelling need to express my originality while coming up with beneficial solutions for users. I have a passion for inclusion and ensuring every users' voice is heard.

### SKILLS

- User Testing
- UX Design
- Wireframing
- Rapid Prototyping
- UI Design
- Basic HTML/CSS Understanding
- Sales Training and Team Building
- Recruiting and Staffing Initiatives

### TOOLS

- Sketch
- Figma
- InVision
- Marvel
- Adobe: Illustrator, InDesign, Photoshop
- Microsoft Office: Word, Excel, Powerpoint

### EDUCATION

#### Art Institute of Philadelphia

Interior Design - 2011-2012

#### DePaul University

Foundations in Human Resources - 2018

### AWARDS

#### Diversity Champion - Zara

For promoting cross-cultural understanding, respect, and inclusion of diverse individuals and groups within the workplace - 2019

### EXPERIENCE

#### Freelance / Remote

April 2020 - Present

##### UX Designer

Worked on website UX improvements for various clients including Plum Hill Farm and Organic Cleaning Machine.

#### General Assembly / Chicago, IL

January - April 2020

##### UX Design Apprentice

Completed an immersive program in user experience design, working on significant client projects involving user research, user testing, wireframing, user interviews, user interface design, and working remotely.

Projects included a website redesign for a local flower shop, user flow and volunteer experience improvements for a nationwide non-profit, and the creation of a rewards program for an international money transfer app.

#### Zara / Chicago, IL

May 2014 - August 2019

##### Assistant Manager (June 2017 - August 2019)

Monitored and facilitated store operations and visual presentation of a twenty-five million dollar flagship retail location.

Consistently exceeded annual and daily goals in key metrics, such as profit, sales, employee retention, and customer service.

Coordinated logistics and management between sales and operations teams for bi-weekly shipments of merchandise totaling 15k units.

Supervised staffing, scheduling, and training of 100+ employees; provide training and orientation for new hires.

##### Visual Merchandiser (July 2015 - June 2017)

Recommended and implemented commercial actions with the regional commercial team that resulted in consistent weekly increase of sales.

Created comprehensive training plans for visual merchandisers which developed their understanding of merchandise rotation based on business and trend reports.

Traveled throughout the Midwest to prepare retail teams for several store openings, ensuring proper execution and brand image.

##### Stock Associate (May 2014 - June 2015)