

MARTHA ASSELIN

UX DESIGNER

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linkedin.com/in/martha-asselin | Boulder, CO

SKILLS

TOOLS

Sketch | InVision
Zeplin | Marvel

RESEARCH

User Interviews
Journey Mapping
Heuristic Evaluation
Card Sorting

Data Analysis

Usability Testing

Competitive Analysis

DESIGN

Sketches

User-Flows

Wireframes

Prototyping

Web | Mobile

iOS HIG | Material

Interaction Design

Style Guide

Site Mapping

EDUCATION

UX DESIGN

General Assembly, 2018
Denver, CO

B.A. PSYCHOLOGY

Western Washington
University
Bellingham, WA

UX DESIGN EXPERIENCE

UI/UX DESIGNER

Green Chef | Boulder, CO | 2019 - 2020

- Implemented usability testing along with common UX research practices and methodology within the newly formed UX Design team
- Collaborated with Product Managers, business partners and engineers to help define product requirements and roadmap
- Responsible for user research, information architecture, interaction and visual design, prototyping, and brand copywriting
- Led project collaboration with the Hello Fresh UX research team in New York City

UX DESIGNER

North High School | Denver, CO | 2018

- Participated in a 3 person design team to create a task management app that provides support tools to the students of North High School
- Developed interview script and test plan; led interviews, created personas, user flows, and site map. Additionally, edited prototypes, provided feedback for mockups and final presentation to stake holders

OTHER EXPERIENCE

SUPERVISOR

ST Julien Hotel and Spa | Boulder, CO | 2016 - 2018

- Supervisor and winesteward for a Forbes Four Star establishment
- Oversaw the execution of 50 events and 150 private dinners

EVENT, FUNDRAISING AND VOLUNTEER COORDINATOR

Buddhist Arts and Film Festival | Boulder, CO | 2018

- Recruited, trained and managed a volunteer team of 25
- Lead researcher and grant writer for fundraising effort
- Assisted in the execution of a 3 day, 25 event film and art festival

SALES AND ADMINISTRATION COORDINATOR

Figgins Family Wine Estates | Walla Walla, WA | 2013 - 2015

- Applied UX Design principles and practices for updating the FIGGINS tasting room and overall luxury guest experience
- Assisted in the operations and sales of both FIGGINS and Leonetti Cellar wineries