Rosalma Martinez

UX Designer

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Objective:

Highly skilled UX Designer with expertise in creating engaging user experiences across diverse industries including Retail, Accounting, Food service, and Automotive service. Experienced in user-centered research, interaction design, and user testing. Seeking a challenging position to utilize my design skills and expertise in creating intuitive, engaging, and user-friendly products.

Professional Experience:

UX Designer | Dillard's Inc. | June 2020 - Present | Little Rock, Arkansas

Marketing and Publishing

- Conducted an accessibility audit for the in-store mobile application used by associates, identifying areas for improvement and implementing recommendations to ensure an inclusive user experience.
- Implemented key features, such as an Out-of-Office functionality, enhancing workflow efficiency for store associates.
- Collaborated closely with developers to uniformly style mobile components, creating a cohesive and intuitive design language across the application.
- Redesigned the Store Planning & Construction search experience, simplifying complex data retrieval processes and increasing user satisfaction.
- Partnered with cross-functional teams to optimize user interactions and streamline design consistency across marketing and publishing initiatives.

Accounting and Payroll

- Led the planning and design efforts for the accounting software rewrites, collaborating closely with stakeholders and cross-functional teams to ensure a seamless user experience and efficient financial operations.
- Implemented new tracking applications, enhancing user experience by introducing session tracking, resolving previous tracking gaps, and providing valuable insights for issue resolution.
- Revamped legacy green screen CICS Markdowns into a user friendly UI application, benefiting all Dillard's store associates and CEO, improving the user experience and enabling

them to locate items in-store and online more effectively, enhancing accessibility and usability resulting in cost savings for the company and optimizing resource allocation.

- Mentored and provided guidance to junior UX designers, guiding them through Figma navigation, refining prototyping skills and fostering constructive feedback. Successfully influenced fellow UX designers to adopt best practices resulting in collaborative implementation and updates to the style guide.
- Transformed an outdated Vendor Relations application on the brink of retirement into a vital tool for vendors. Overhauled the interface, introduced modern features and received positive feedback, including the addition of valuable features such as Excel import and export capabilities.
- Revamped Dillard's Technology recruiting application, streamlining communication across departments and reducing paperwork by 66.67%. Collaborated with Technology, People Operations, and Dillard's District Managers to address diverse recruiting needs. Successfully transitions from a third party vendor to a custom application, enhancing efficiency and surpassing the capabilities of the previous vendor.
- Conducted field research to address a critical issue in recruiting practices, Facilitated meetings and presented findings providing evidence based insights to determine the most effective standard practices for recruiting.
- Created wireframes, prototypes, and interactive mockups to communicate design concepts and gather feedback from stakeholders, fostering collaboration and ensuring alignment throughout the design process.
- Worked closely with developers and product managers, providing design specifications and guidance to ensure the successful implementation of design solutions.
- Conducted heuristic evaluations and usability audits to identify areas for improvement and enhance the overall user experience.
- Stayed up-to-date with industry trends, emerging technologies, and best practices in UX design, and implemented relevant insights into design processes and projects.

Key Achievements:

1. Successfully implemented the redesigned accounting software, resulting in increased efficiency and accuracy in financial operations.
2. Transforming legacy green screen CICS into a user friendly application, optimizing resource allocation.
3. Recognized for leadership and mentorship of UX designers, fostering a collaborative and high-performing team environment.
4. Led planning and design for efficient accounting software, ensuring a seamless user experience.
5. Streamlined the careers admin recruiting application, reducing the time and effort required for the hiring process and improving candidate tracking and retention metrics.

Senior UI/UX Developer | Widner's Lawn Care | Harrison, AR | March 2020 - Jan 2023

- Accomplished the end-to-end development and design of a website, employing innovative UX/UI strategies that significantly elevated user experience and fostered heightened customer engagement.
- Established a robust online presence and garnered community popularity, leading to a substantial influx of new customers and considerable expansion of the client base.
- Engaged in close collaboration with the website owner to comprehend business goals and target audience, ensuring seamless alignment between design and their vision.
- Conducted comprehensive user research, incorporating user interviews, usability testing, and competitive analysis, to derive valuable insights shaping informed design decisions.
- Produced wireframes, prototypes, and interactive mockups for effective communication of design concepts, actively seeking feedback from stakeholders and users.
- Enforced user-centered design principles, resulting in a cohesive and intuitive user journey across the website, thereby enhancing user satisfaction and boosting conversion rates.
- Enhanced website performance by optimizing loading speed, responsiveness, and accessibility, ensuring a frictionless browsing experience for visitors.
- Iteratively incorporated user feedback into design processes, perpetually refining website functionality and usability to align with evolving user needs and preferences.
- Collaborated seamlessly with cross-functional teams, including developers and content creators, ensuring successful design implementation and timely project delivery.
- Contributed to the development of efficient scheduling systems, streamlining processes, and augmenting overall productivity in collaboration with the website owner.

UI/UX Developer | Detailing Pros Shop | Russellville, AR | Jan 2019 - March 2020

Crafted a responsive website optimizing scheduling and car tracking processes, delivering a seamless and intuitive user experience.

Led comprehensive user research, informing the design process and ensuring user-centric solutions. Developed wireframes, high-fidelity mockups, and interactive prototypes for an intuitive and user-friendly interface.

Collaborated closely with developers to ensure the prompt and accurate implementation of design specifications, contributing to the seamless integration of the designed features.

Product Designer | Raspados Snow Cone | De Queen, AR | January 2015 - March 2020

Engineered innovative POS systems tailored to meet specific customer requirements.

Devised a digital ordering system for kiosks, effectively reducing wait times and elevating overall customer satisfaction.

Conducted extensive user research, ensuring the adherence to product design guidelines for consistent and cohesive user experiences.

Designed and prototyped user interfaces for various platforms including websites, mobile apps, and kiosks, focusing on intuitive and visually appealing designs.
Led user testing initiatives to validate design concepts, incorporating feedback to continuously enhance and optimize the overall user experience.

Education:

Bachelor of Science in Information Technology - Arkansas Tech University | Russellville, AR

Certificates:

Information Security Basics
Digital Forensics Basics
Cyber Incident Analysis and Response
Cyber Law: White-Collar Crime & Cyber Ethics

Skills:

Design Expertise: Proven experience in designing interactive prototypes, wireframes, user flow diagrams, and application maps. Proficient in translating basic concepts into meaningful interface elements and designs. Familiarity with UI best practices and human-computer interaction principles.
Software Proficiency: Fluent in design software such as Figma, JIRA, and Miro. and Adobe Creative Suite.
Accessibility and Development: Familiarity with applying accessibility principles to designs (508, WCAG), HTML, and front-end development practices.
Collaboration and Communication: Effective communicator with strong interpersonal skills, capable of building and sustaining cross-functional relationships with product and engineering teams. Skilled in presenting complex recommendations to non-technical stakeholders.
Analytical and Problem-Solving: Sound analytical, critical thinking, and problem-solving skills. Ability to apply research and testing data to inform and improve design activities.
Adaptability: Proficient in responding to rapidly shifting priorities, embracing change, and adopting new ways of working. Demonstrated ability to work effectively in an Agile environment.