



LORENA MARTINEZ

lorenamartinezdesign.com
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(210) 996 - 6205

EDUCATION

Texas State University

Communication Design, BFA Magna Cum Laude

Activities and Societies: AIGA Texas State, HBSA-Hispanic Business Student Association, Ad Club, Calligraphy Club, AMA-American Marketing Association, Net Impact McCoy College of Business, Tau Beta Chapter of Alpha Sigma Lambda National Honor Society, Alpha Chi Honor Society.

Texas A&M International University

Business Administration in Marketing, BBA

STEM Mathematics/Physical Science Educator Cohort

PROJECT EXPERIENCE

Thirteen23 Designing for Voice Workshop

Selected student participant, March 2018

The One Club Creative Inclusion & Diversity

Art Direction Strategy, October 2017

Adwords & Google Partners Talent Program

Selected Participant, July 2017

Smart Cities Hackathon

User Experience Design, April 2017

IBM Design Global Service Jam

Service Design, February 2017

IBM Watson Workspace Hackathon

User Experience Design Concept, January 2017

Build-A-Sign Create-A-Thon

Visual Design Storyboarding, October 2016

SKILLS

UX | UI Design

Agile Methodology
Sprint Process
IDEO Design Thinking Rapid
Prototyping
Journey Maps
Storyboarding
User Scenarios
IBM Empathy Maps
Flow Diagrams
Information Architecture
Personas development

Design Research

Service Blueprint
Qualitative Research
Quantitative Research
Tableau Storyboard
Survey Design
Competitive Analysis
Usability AB Testing
Empathy Experience
Service Design
Guerilla Research

Prototyping Tools

Adobe Creative Suite
Sketch
Invision
Illustrator
Balsamiq
InstaVR
HTML5, CSS3, Javascript.

Bilingual

Spanish
English

I have over 5 years of experience in the interactive design and business sectors. I am very driven in the research aspect of design. Some of my best qualities include, problem-solving, trustworthy, and curious learner. I am now seeking an opportunity as a UX/UI Designer to solve complex problems and bring innovative solutions through the practice of human-centered design thinking and bring greater quality to existing and emerging technologies. .

UX/UI DESIGNER CONTRACTOR

USAA

November 2018–August 2019

Co-designed the Bank Deposits experience at a Fortune 100 financial services corporation with 12 million members and \$30 billion+ in revenue. Collaborated with stakeholders and CDO design teams to create human centered designs in a scaled agile framework environment (SAFe).

UX DESIGNER

Texas State VR Technology Lab

January–May 2018

Created a VR and AR solution for Mass Casualty patient triage and training, funded by Google Ventures and U.S. Ignite, for the Austin Travis County EMS Department. Responsible for prototype building, suite of asset creation, presentation pitch design, process documentation. Presented product during the open expo demonstration session with U.S. Ignite Application Summit at the Smart Cities Connect Conference, in Kansas City, Missouri.

UX/UI DESIGNER

Net Impact McCoy College of Business

August 2017–March 2018

Developed a responsive in-browser application that helps solve the issue of transit in the city of Austin. Responsible for finding opportunity in the market through the synthesizing of survey data collected through the design research. Performed rapid prototyping, AB usability testing, and created high fidelity wireframes through the use of Sketch, Illustrator. Designed desktop + mobile responsive interface design, as well as HTML and CSS front-end development. Presented demo with Texas State Innovation Lab Sponsored by Oracle at 2018 SXSW Interactive Festival with Texas State Innovation Lab.

SUBSTITUTE TEACHER

San Marcos Consolidated ISD

January 2016–May 2018

Provide students with appropriate learning activities and experiences in the core academic subject area assigned to help them fulfill their potential for intellectual, emotional, physical, and social growth. Enable students to develop competencies and skills to function successfully in society.

GRAPHIC DESIGN INTERN

Habitat for Humanity

October 2016–January 2017

Worked under the mentorship of marketing and executive director. Responsible for print collateral design and production materials for non-profit organizational events. Attended construction sites to help with checking in of volunteers.



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RECOGNITION

Smart Cities Connect Conference & U.S. Ignite Application Summit
Presenter, Just-In-Time VR Training for Ambus EMS
March 2018 in Kansas City, MO

Texas State Innovation Lab SXSW Interactive Festival
Presenter, Commute Relief
March 2018 in Austin, TX

AIGA Blue Ridge Flux Competition
Merit of Excellence, Nutrish
Jan 2018 in Austin, TX

The One Club Creative Boot Camp
Award for Excellence, Harry's Campaign
Oct 2017 in Austin, TX

Texas State University
Dean's List
Alpha Chi Honor Society
Tau Beta chapter of Alpha Sigma Lambda

COMMUNITY INVOLVEMENT

U.S. Department of Homeland Security
Warehouse Emergency Management, Volunteer

AIGA Austin
Halloween Guts Pumpkin Carve, Face Painter

River City Youth Foundation
Merry Memories Toy Giveaway, Santa's Elf

Austin Hispanic Chamber of Commerce
Capitol of Texas Awards, Guests check-in volunteer

St. Jude Children's Hospital
Radio Marathon, Telemarketer

CERTIFICATIONS

Leading SAFe
Certified SAFe 4 Agilist

Google Adwords
Adwords Search Certification
Adwords Mobile Certification

EDTraining Center
Substitute Teacher Certification

ADMINISTRATIVE ASSISTANT

Texas State University—Testing Research and Evaluation Center
December 2014–January 2016

Respond to parents and faculty inquiries on exams and college credits. Respond to high school counselors for testing services and exam offerings. File confidential student and faculty reports. Schedule remote and on-site exams for testing and evaluation services. Manage exam payments and lab availability. Proctor and monitor exams for students with disabilities.

MARKETING AND SALES ASSISTANT

Family Chevrolet
March 2012–June 2014

Assist in coordination of special events. Coordinated sales promotions with salesmen and sales manager. Distributed awards for incoming customers with mailed in brochures. Kept inventory of vehicle license plates to distribute to customers. Worked with inventory manager for dealer sales trades. Oversee showroom traffic and kept record of ongoing sales. Manage incoming sales/service calls. Dispute communication issues within departments.