



ANA MARTINEZ

UX/UI + GRAPHIC DESIGNER

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🌐 AnaMartinezValles.com

Education

Elon University, May 2022

M.A. in Interactive Media - Elon, NC

North Carolina A&T State University, May 2019

B.A. in Visual Media Design - Greensboro, NC

Skills

Graphic Design

Visual Design

User Interface Design

Journey Mapping

Wireframes & Flows

Usability Testing

Contextual Research

Interface Design

Design Thinking

Design tools

Figma

Adobe XD

Illustrator

InDesign

Photoshop

Premiere Pro

After Effects

Basic HTML/CSS

Bootstrap

Microsoft Suite

Professional Experience

Lead Graphic Designer - Elon Explorers

Elon, North Carolina

February 2022 - May 2022

- Redesigned the logo and the front-end visuals for the site
- Created the graphics used for published site
- Translated the English infographics and site into Spanish

Lead Graphic Designer - Niños de Nueva Esperanza

Sabana Seca, Puerto Rico

November 2021 - February 2022

- Designed the logo, brand style guide and infographics for the site
- Created the graphics used primarily for published and electronic media
- Translated the English infographics and site into Spanish

Social Media Coordinator - JBrows

Burlington, North Carolina

August 2021 - January 2022

- Developed and curated engaging content for social media platforms
- Designed marketing collateral materials for public distribution and special events, including flyers, advertisements, brochures, displays and videos

Social Media Coordinator - Sugar N Sass Boutique

Greensboro, North Carolina

October 2020 - December 2020

- Developed and curated engaging content for social media platforms
- Planned and executed promotional strategies to create extra interest in boutique and surrounding special events

Notable Projects and Freelance

Graphic Design: 2016-present

- Invitations, brochures, flyers, posters, business cards and logos

Capstone: MásFit Mobile Application Prototype

- Developed and researched audience, flow diagrams, and scenarios to cater to user needs
- Designed concept storyboards, style guides, user-centered prototypes and wireframes for app using Adobe XD
- Create visuals for the app using Adobe Photoshop and Illustrator
- Conducted user testing and produced user journey map to illustrate the strengths and weaknesses of the application and collect data from user interviews and usability sessions to improve the user experience
- Used 3D motion capture to create my workout videos