

VIOLETA MARTINEZ

UX/UI Designer

“ I am a Senior UX/UI Designer with a strong background in graphic design. I have more than 15 years of experience as digital design, e-commerce, social media, e-learning, UX/UI design, 3D, video and animation. Easily adaptable, naturally curious, I love exploring new things. I am passionate about extreme sports like climbing, kitesurfing and snowboarding. ”

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viographic.com

in violetamartinezb

Skills

- Digital design
- User Journey
- User Research
- Information Architecture
- Wireframing & Prototyping
- Storytelling
- UX Workshops
- HTML/CSS
- Data Visualization
- eCommerce
- Attractive visual solutions
- Filming and editing
- Audiovisual communication
- Empathy
- Creativity
- Agile methodology
- Deadline management
- Problem solving
- Communication
- Multitasking
- Attention to detail
- Conceptual thinking
- Teamwork

Work Experience

- 2018- Present Senior UX/UI DESIGNER - AVADO Learning.**
 Focus on delivering high quality, intuitive, user interface designs in learning applications for a global base of B2C and B2B learners. Based on user stories, producing high quality, rapid user interface designs/ mockups for our developers as part of a structured, Scrum-based agile development process using Adobe Creative Suite. Training and upskilling teams across the business in user experience to promote a culture of UX at the heart of the company. SMEs on Accessibility.
Avado journey. As graphic Designer, I was brought into Avado to create innovative, exciting designs and interactive assets for a new product. After months of training and work with the Lead UX designer, I became the new UX/UI designer. Now, as senior, I work as UX advisor for other departments at Avado. **London, UK**
- 2017 - 2018 GRAPHIC DESIGNER - Free Holdings/Charitable Bookings app.**
 Main in-house graphic designer working in a group of over 30 premium brands spanning across the loyalty, luxury, lifestyle, media, digital and charitable sectors. UX and digital design, website, app, social media. Icons, banners, gifs, image sourcing to support marketing department. Layout, brochure, flyers, business cards, design infographics. **London, UK**
- 2011 - 2016 ART DIRECTOR - Orybex Marketing S.L.**
 Art director responsible for corporate image, layout and final artwork, packaging, large digital format print. Digital desing, UX, HTML, CSS, Newsletter, Wordpress, eCommerce. Working for international clients such as IKEA, Hendrick's, Jack Daniel's and Goya Food. **Madrid, Spain.**
- 2007- 2011 ART DIRECTOR - R. Flores Llor S.L.**
 Art direction, corporate image, shop-windows design, layout and final artwork. Working for clients such as Mapfre. **Madrid, Spain.**
- 2006 - 2007 GRAPHIC DESIGNER - Activa 2000 S.L.**
 Head of the Creative Department, in charge of designing and maintaining the website. **Madrid, Spain.**
- 2004 - 2006 GRAPHIC DESIGNER - Positiv Media.**
 Graphic designer in an advertising agency while finishing my university studies. Working in web and interaction design. HTML, CSS. **Malaga, Spain.**

Mac and Windows



Adobe Suite CC
Ai Ps Id



UX/UI Design
Xd in



Wordpress



Microsoft Office
X P W



Software 3D
Dn



Video edition
Pr Ae

Education

1998 1999 2000 2001 2002 2003 2004 2005 2006 2019

General Certificate of Secondary
ARTS EDUCATION

Superior Grade Formative Course
GRAPHIC DESIGN

**BA AUDIOVISUAL
COMMUNICATION**



INTERACTION DESIGN
FOUNDATION