

## about me

Luis Marti is a Bilingual Graphic Designer, specialized in User Experience and User Research. With a strong background in Consumer Psychology and five years of experience validating UX of digital products in Public companies, following HCD and Business Canvas methodologies. His portfolio comprises companies such as the National Information Technology office in Colombia, Local government entities/organizations, freelance projects, and several small businesses. He has extensive knowledge of Adobe Creative Cloud (Illustrator, Photoshop, InDesign, XD, Lightroom, Bridge, Premiere, and After Effects), DaVinci Resolve, Sketch, product illustration, and product photography. HTML, CSS, Bootstrap, WordPress, and essential JavaScript. SEO, SEM, Google Ads, Search Console, Webmaster Tools, Screaming Frog. Professional Scrum Master Certified 2021

## experience

### MiPlaza Digital SAS

Feb 2020 - Aug. 2020

Bogota, D.C. COL

### Senior User Experience Designer -Mobile App

- Innovatively designed a cross-platform user interface, applying HCD Heuristic Concepts based on User Validation and feedback, focus group, etc.
- Scrum: Manage creatives, illustrators, User Experience designers, and engineers to assess, design, validate, and build digital products and increments during every sprint.
- Build User journeys, prototypes and information architecture for stakeholders.

### AAA- Autotransport

Feb 2020 - Oct. 2020

Teaneck, NJ, USA

### User Experience Designer - Webmaster - SEO

- Designed the entire Digital identity of the company. Redacted the Company's Website with SEO-friendly strategies.
- Design Thinking: Illustrated design ideas using storyboards, process flows, and sitemaps.
- Used Screaming frog, Keyword surfer, Google Search Console, Google Analytics to deliver useful audits to stakeholders and content producers.

### Government of Cesar

2016 - 2019

Valledupar, COL

### Webmaster / Community Manager / UX

- Leadership: Implemented Teamwork Methods to keep Goodwill records from the Audience through social media strategies based on Experimental Digital behavior construction.
- Reached one of the nation's highest results. (2nd to the fifth-best public image of a governor on our country)
- Analyzed social media metrics, evaluated results and psychological patterns, created graphics, and executed brand-positioning oriented strategies.
- Strategic guidance for community management.

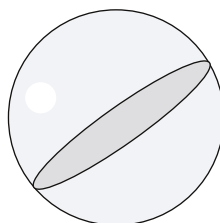
### Punto Estrategico SAS

2016 - 2018

Barranquilla, COL

### UX UI Design and Research Mentor

- Best Caribbean Region Startup Mentor, 2017. Mobile Apps development mentor. - Mentored 10 ideas to become real projects and more than 30 in the entire ecosystem.
- Discovery: Guided Value Proposition Design, adequate Customer profile, and Value map.
- Coaching: Motivated accelerated results to gain traction, conversions, or Early adopters that could be transformed into continuous growth.



## skills

Front-End Dv/ HTML / CSS / Bootstrap

**Others:** Photoshop, Illustrator, Indesign, Dreamweaver, Adobe XD, Lightroom, DaVinci Resolve, Premiere, Photography, Illustration, Team work, Scrum, Scrumban, Mentorship, Leadership, Problem Solving, Coaching.

## education

2021

UX Design and Research Specialization  
University of Michigan

2010

Psychology  
Universidad Piloto de Colombia

2020

Google IT Support Professional Specialization  
Google LLC

## certifications

2021

Professional Scrum Master Certification.  
Scrum.org

## awards

Best Caribbean Region Startup Mentor, 2017.  
Punto Estrategico

