

GABE MARTINI

USER EXPERIENCE DESIGNER

P. 07725970512 E. gmfigoli@gmail.com A. London, UK.
VISA STATUS. Settled Status (Indefinite leave to remain)

PERSONAL.

I'm a UX designer with a background in digital design, motion graphics, and illustration. I'm passionate about creating great digital products. I'm able to work with a wide range of medias, delivering creative and innovative design solutions across all touch-points to enhance user experience, grow market share, and maximize return on investment.

PROFESSIONAL EXPERIENCE.

UX DESIGNER - KNIGHT FRANK. LONDON, SEPT 2018 - PRESENT

Knight Frank is the leading independent property consultancy in the UK offering agency and professional advice across Commercial, Residential and Rural sectors.

My duties include:

- Follow an insight driven and data informed, user-centered approach to design
- Gather, evaluate and analyze user and business requirements in collaboration with product managers and developers
- Create and effectively present UX deliverables (IA, wireframes, workflows, prototypes, journeys)
- Collaborate with development team to ensure designs are user-friendly and feasible for implementation.
- Owning, updating and maintaining the Knight Frank DSM.
- Working to and informing brand guidelines, inputting to these and iterating when needed
- Working closely with your team and other stakeholders to design UX and UI experiences and interactions from concept to fulfillment.
- Using whatever techniques/materials are needed to support your design and test processes, for example: competitor analysis, sketches and scribbles, prototypes, storyboards, process flows and sitemaps.
- Drive and rationalize my design decisions using research data, design principles, prototypes and the resulting user-testing insights.
- Collaborate with developers and engineers, strategists and other team members to respond to the constraints projects.

EDUCATION.

PRODISEÑO, SCHOOL OF DESIGN AND VISUAL COMMUNICATION

BA Graphic Design and Visual Communications

2008 - 2012

TOOLS.

SKETCH, ADOBE XD, FIGMA

INVISION & INVISION STUDIO

PRINCIPLE

ILLUSTRATOR, PHOTOSHOP, INDESIGN

ADOBE AFTER EFFECTS & PREMIERE

3D SOFTWARES (MAYA, ZBRUSH)

SKILLS.

HUMAN-CENTERED DESIGN

USER RESEARCH

INTERVIEWS & SURVEYS

WIREFRAMING & PROTOTYPING

VISUAL DESIGN

USABILITY TESTING

PERSONA CREATION

CONVERSION RATE OPTIMIZATION

VIDEO EDITING & MOTION GRAPHICS

ILLUSTRATION & 3D SKILLS

ON SOCIAL MEDIA.

📷 INSTAGRAM [electricgabe](#) 🔗 LINKEDIN [gabe-martini](#)

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EXPERIENCE CONTINUED.

DIGITAL DESIGNER - BOWERS & WILKINS. LONDON, APRIL 2017 - AUGUST 2018

Bowers & Wilkins is a world-renown manufacturer of award-winning loudspeakers, headphones and Wireless Music Systems, and is also the audio system of choice for the legendary Abbey Road Studios in London and premium automotive manufacturers like BMW and Maserati. My duties in this role included:

- Produce designs in accordance with brand guidelines across all digital channels from the websites, emails, display, social and campaign pages.
- Take a UX approach to design and drive forward best practice and improvements across all of the brand's e-commerce websites, as well as applying Conversion Rate Optimization techniques to increase the percentage of customer conversions.
- Taking hold and developing the visual side of all digital promotion campaigns, and making sure that the same unifying art treatment can be effectively used across all channels.
- Designing all emails that, and providing mock-ups to the coders for them to build.
- Creating assets for the brand's social channels. (Blog banners, Spotify covers, Facebook posts & Banners, Instagram posts and stories, Twitter)
- Creating other digital ads (i.e screen animations) and general video editing for marketing.

GRAPHIC DESIGNER - CAMPBELLRIGG INTERNATIONAL. LONDON, SEPTEMBER 2014 - APRIL 2017

Campbellrigg is a branding and retail design agency that works with major investment vehicles to create brands and improve the sales performance.

MOTION GRAPHIC DESIGNER - SONY PICTURES TELEVISION NETWORK. CARACAS, VENEZUELA, 2012 - 2014

SPE Networks is a worldwide leading entertainment network. They produce a number of TV channels available to all of South America.

REFERENCE.

Available upon request

COURSES.

UX DESIGN COURSE
UX ACADEMY (MOBILEUX)
SEPT - NOV 2019

ONLINE UX TRAINING
IDF FOUNDATION
JAN 2019 - ONGOING

CONVERSION RATE OPTIMIZATION
BRIGHTON SEO
APRIL 2018

AWARDS.

SELECTED PROJECT AT BID_EST 2013
UNIVERSIDAD REY JUAN
CARLOS, DI_MAD
NOVEMBER 2013

PROMAXBDA BRONZE AWARD
PROMAXBDA LATIN AMERICA
AWARDS 2013
SEPTEMBER 2013

LANGUAGES.

ENGLISH
SPANISH

ON SOCIAL MEDIA.

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