**Zabdiel Martinez, BA**

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**UX/UI DESIGNER | GRAPHIC DESIGNER | PRODUCT DESIGNER**

Highly motivated designer with experience in UX/UI, Figma, Adobe Creative Suite, and graphic design. Seeking to leverage technical skills to create experiences that informs and engages users. Clear communicator and collaborative team player with an eye for detail and skill in client relations. Empathetic in understanding the users' needs and motivations, and continuously focused on improving the user experience. Excited to join a company that values growth and learning, and eager to contribute to the team's success.

**AREAS OF EXPERTISE**

**RESEARCH:** User Interviews, Usability Testing, Contextual Inquiry, Heuristic Evaluation, Competitive Analysis

**DESIGN:** UX Design, Visual Design, Graphic Design, Information Architecture, User Personas, Journey Mapping, Storyboarding, Rapid Prototyping, Wireframes, Photography, Video Editing

**TECHNOLOGY:** Adobe Creative Suite: Photoshop, Lightroom, Illustrator, Premiere Pro, After Effects, Adobe Express

**PROTOTYPING:** Figma, Adobe XD, Miro, Trello

**DEVELOPMENT:** Basic Knowledge of: HTML & CSS, Python, and Java

**RELEVANT EXPERIENCE**

**Graphic Designer |** View: [Graphic Art/ Logo Work](https://zabdielmartinez.art/)

*Freelance* July 2015 – Present

* Developed and designed logos and letterheads for an Escape Room, Manufacturing Plant, and an Electrical Business - company brands including Operation Outbreak, Texas Powerhouse Electrical Services LLC. & PK Tools Manufacturing
* Create digital design assets for social media, print materials, banners and signs, for School Sports programs.
* Lead and facilitate client presentations for introductory mockup and implement requested adjustments.

**UX PROJECTS**

**UX/UI Designer** | View Case Study: [eCommerce H-E-B Catering Micro Site](https://zabdielmartinez.com/p/035e3c20) February 2022 – July 2022

* Spearheaded a 6-person team to perform user research and identify key journeys that designed cutting-edge micro websites for the mobile version of the application.
* Adhered to brand style guidelines for consistent impactful visual design and digital assets.
* Launched live usability testing with 40 participants, driving iterative improvements in design and functionality.
* Owned 70% of mobile wireframes, mockups, and prototyping, crucially shaping a user-centric interface design for exceptional project results.

**UX/UI Designer** | View Case Study: [Non-Profit Skill Point Alliance](https://zabdielmartinez.com/p/03fbaf2a) February 2022 – July 2022

* Applied human-centered design principles, analyzed 2 direct competitors and 1 indirect competitor to shape user persona and journey for informed solution development.
* After three iterations, through user testing, we noted a 20 percent enhancement in expediting users' access to the application page.
* Presented ideas and supporting strategies to other teams and Stakeholders, influenced by design thinking and an understanding of product goals and opportunities.

**UX/UI Designer** | View Case Study: [Website Redesign Dept. of Energy](https://zabdielmartinez.com/p/03c648f5) February 2022 – July 2022

* Proposed innovative website enhancements for an intuitive user experience based on user research.
* Involved in prototype testing to evaluate whether design enhancements necessitate additional iterations of wireframes to meet the project's requirements.
* Transformed initial sketching concepts into 34 polished wireframes, ultimately creating the high-fidelity prototype that aligned with project specifications.

**ADDITIONAL WORK EXPERIENCE**

**IT Computer Technician** September 2022 – Present

*Anthony Independent School District*

* Improved school district technology infrastructure by responding to hardware issues, performing website design updates, and maintaining system software.
* Maintained district network standards while providing quality customer service.
* Performed installation, maintenance and repair for complex internal computer hardware and various software applications.
* Explained technical information in clear terms to non-technical individuals to promote better understanding.

**Geek Squad Manager** July 2016 – September 2022

*Best Buy*

* Led a team of 12 agents to achieve a perfect customer satisfaction rating of 100% by effectively onboarding new team members, regularly enforcing company policies, and mentoring employees throughout their tenure.
* Developed a human-centric approach that prioritized customer satisfaction over financial gain and implemented a "customer shoutout" goal.
* Guided and assisted a team of 12 agents to provide best practices and a high-quality customer experience, and increased customer loyalty and satisfaction by 70%.
* Researched and analyzed employee operations to ascertain detailed client needs in, leading to the maintenance of 100% customer satisfaction ratings.
* Oversaw store’s project schedules for 3 corporate-driven projects and evaluated progress toward important milestones at every phase of each project across 7 departments.

**Game Art Internship** January 2014 – June 2014

*Dorkatorium Games*

* Successfully worked in both team and independent environments, effectively managing 5+ projects and tasks at a time.
* Demonstrated expertise as a concept artist, creating 12 captivating character designs and accompanying UI mockups and 5 stunning landscape visuals.
* Translated client ideas into tangible realities, creating high-quality results with 100% on-time delivery.

**EDUCATION**

**Professional Certificate in UX/UI**, University of Texas, Austin, TX **2022**

**Bachelor of Arts in Game Art and Animation**, University of Advancing Technology, Tempe, AZ **2014**