

# Lizbeth Martinez

*Hi! I am a BIPOC user experience designer in LA dedicated to crafting inclusive digital experiences. Guided by empathy and a commitment to diversity, I strive to create designs that resonate with diverse audiences.*

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## EXPERIENCE

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### Snapchat — *Intern* June 2023 - August 2023

- Gained hands-on experience, training in various design disciplines including Marketing Teardowns, Competitor Analysis, and Customer Personas
- Worked cross-functionally with designers and engineers to create a new feature & presented it to executives as well as a live audience of 200 attendees

### Santa Monica College — *UX Designer & Researcher* February 2023 - June 2023

- Collaborated with lead UX Designer to revamp the SMC student registration portal, serving 30,000+ students, resulting in a 43% increase in online engagement & visibility
- Visualized the end-to-end customer experience through research, A/B testing, and data findings to deliver a seamless user-centric experience

### CicLAvia — *Researcher & Product Designer* September 2022 - December 2022

- Played a key role in creating an impactful physical product while elevating brand presence and driving a 25% increase in customer interactions
- Performed interviews, conducted surveys, and synthesized qualitative and quantitative data to present to stakeholders

### Santa Monica College — *UX & Web Designer* March 2021 - June 2021

- Collaborated with designers, developers, and stakeholders to design & develop the Student Equity website, resulting in a 23% increase in user engagement
- Performed interviews, conducted research, and synthesized findings to incorporate diverse student perspectives that cater to their unique needs

### Silkman & Associates — *Business Acct. Manager* December 2014 - January 2023

- Maintained accurate accounting records for 10 clients including processing payables, receivables, employee payroll and bookkeeping
- Examined financial records to verify accurate bookkeeping in adherence to company policies and procedures
- Corresponded daily with clients and vendors regarding payments, billing and outstanding invoices

## EDUCATION

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Santa Monica College  
B.S. Interaction Design, 2023

Cal State Long Beach  
B.A. Graphic Design, 2012

## SKILLS

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Customer Journeys,  
Wireframes, User Research,  
Marketing, Branding,  
Prototyping, Storytelling,  
Adobe CS, Figma,  
HTML/CSS, Strong Analytical  
& Organizational Skills,  
Product Design, Mockups,  
A/B Testing, User Personas,  
Cross-team Collaboration

## ORGANIZATIONS

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AIGA Member  
LA Women's Design  
Collective Member  
IxD After Hours Board  
Member  
HOA Board Member  
Big Sunday Volunteer

## AWARDS

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Best Commencement  
Module from Modo Labs,  
2023