

ISABEL MARTIN

UX & Visual Designer



✉ hi@isabelmartinr.com

📞 (425) 961 8035

★ www.isabelmartinr.com

🌐 in/imrothen

📍 Bellevue, WA

EDUCATION

Bachelor's Degree

Engineering in Digital Graphic Design

CETYS University · Mexico
2007 - 2010

International Exchange

Marketing, eCommerce & Film History

Università Degli Studi di Bergamo · Italy
2009

Certificate

Organizational Development

CETYS University · Mexico
2012

Advanced Certificate

User Experience Design & Development

Rochester Institute of Technology · USA
2015 - 2016

SKILLS

UX / UI

Wireframing Style Guides
Prototyping Site / App Maps
Task Flows User Personas
Interaction

Software

Adobe CC Axure
Sketch HTML & CSS
InVision

LANGUAGES

Spanish · English · Italian · French

EXPERIENCE

Senior User Experience Designer at Oracle

January 2018 - September 2019 · Zapopan, Mexico

HCM Cloud 03/2019 - 09/2019

- UX Designer for the brand-new Goals area of the HCM Cloud.
- Design Support and Maintenance for the Change Salary portion of the Cloud product in production.

Analytics Business Intelligence 01/2018 - 03/2019

- Design of several elements for the Analytics BI Desktop Product.
- Custom icon design for web and mobile versions of the Products.
- iOS and Android styling for OAC Apps.
- Overview and coordination of a Wireframe Toolkit created in Sketch to be used by every designer in the company.
- High-profile Keynote Demos Interaction Designer.

User Experience Designer at Oracle

December 2013 - December 2017 · Zapopan, Mexico

Document Engineering

- Responsible of the creation, adaptation and maintenance of both UX and UI of various internal tools developed within the DocEng Team.
- Branding Design for Document Engineering Products and the Org itself.
- Planning and development of diverse campaigns for the DocEng Org and other Organizations through Oracle Mexico Development Center (MDC).
- UX Member of creative team that supported different MDC needs.

Visual Designer at DJO Global

April 2012 - December 2013 · Tijuana, Mexico

- Planning, design and follow up of campaigns, meetings and various events, from awards to employee gatherings.
- Responsible of maintaining an adequate image of the company for employees and community in general.

User Interface Designer at Samsung Electronics

November 2010 - April 2012 · Tijuana, Mexico

- Responsible of all the UI improvements done at the initial stage of the Intranet Department.
 - Designer of several projects specifically aimed to facilitate information delivery of data analysis.
- Each project was always developed focusing on: information type, recipients and severity. These projects range from informative dashboards to data analysis softwares for Managers and Vice-Presidents.