Isabel Martin

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User Experience Design & Development
Advanced Certificate

Rochester Institute of Technology · USA

2015 - 2016

Organizational Development
Certificate

CETYS Universidad · Mexico

2012

Marketing, eCommerce & Film History
International Exchange

Università Degli Studi di Bergamo · Italy

2009

Engineering in Digital Graphic Design
B.S.

CETYS Universidad · Mexico

2007 - 2010

Skills

Design

Prototyping
Wireframing
Design Thinking
Interaction Design
User Research
Usability Testing
Information Architecture
Web
Mobile
Living Room Device

Tools

Figma
Sketch
Adobe CC
Axure
HTML
CSS

Languages

Spanish
English
Italian

Amazon

UX Designer, Prime Video · Seattle, US
Aug 2022 - Present

Enhancing Prime Video's customer experience by developing and integrating payment solutions across global markets and devices (web, mobile app, and living room devices), enabling more personalized offers. For instance, the launch of digital wallets in Colombia led to 2.1K organic signups within the first three weeks, while worldwide GPB integration achieved 97% transaction success post-launch.

Leading legal initiatives in the US and EU to ensure compliance with regional laws and mitigate risks across jurisdictions.

Contributing to International Growth initiatives, collaborating with UXR on research in São Paulo and various US cities to improve the user experience and drive retention.

Oracle

Sr. UX Designer, HCM Cloud · Guadalajara, MX
Mar 2019 - Sep 2019

Designed the Goals section for HCM from the ground up and maintained the Salary Adjustment feature in production, ensuring seamless functionality and client satisfaction during Oracle's extensive redesign.

Assisted in building a local team and played an active role in conducting interviews.

Sr. UX Designer, Analytics BI · Guadalajara, MX
Jan 2018 - Mar 2019

Partnered with project managers, developers, and visual designers to enhance both the web and mobile versions of the Business Intelligence platform. As the sole designer colocated with the Mobile Development Team in Mexico, provided end-to-end UX/UI support for multiple mobile apps and refined interactions and animations to boost user engagement. Within the first month after launch, app downloads increased by 43%.

Acted as an Interaction Designer for two Oracle OpenWorld keynotes (2017, Thomas Kurian; 2018, Larry Ellison).

UX Designer, Document Engineering · Guadalajara, MX
Dec 2013 - Dec 2017

Joined the Document Engineering team as the sole UX Designer to enhance internal documentation tools. Worked closely with developers to design and build a new platform that centralized various documentation tools, reducing the document publication time from 4 hours to 30 minutes.

Partnered with a cross-functional team to support campaigns for DocEng and the Oracle Mexico Development Center, addressing key initiatives such as summits, strategies to bridge organizational gaps, and activities aimed at improving the culture.