

Kat Martineau

UX and Content Designer | 646-244-4369 | martineaukt@gmail.com | katmartineau.com

I am a UX and Content Designer with a background in creating experiences on order forms, mobile applications, admin user areas, websites, and conversational AI. My training and experience with writing, photography, digital architecture, strategy, and customer mapping can possibly help your team meet customer and employee goals.

CORE COMPETENCIES

UX Research | Design Systems | Service Design | Accessibility | Interaction Design | Information Architecture | Technical Writing | Data Analysis | Content Design

TOOLS

HTML/CSS | WordPress | Figma | Optimal Workshop | Google Analytics | Notion | Miro | JavaScript (Beginner) | Jira/Confluence | Postman | Slickplan | UserLytics

PROFESSIONAL EXPERIENCE

Guardian Life Insurance | Oct 2022 – Present | Senior UX Engineer (Senior UX Writer)

- Lead UX efforts to transform a suite of applications for individual insurance applicants.
- Design a conversational flow for the rollout of a claims flow for Apple and Google mobile devices.
- Lead and support usability testing efforts with a focus on unmoderated testing and surveys. Create prototypes, write test scripts, and analyze results.
- Develop an expertise in the organization wide design system, and apply best practices to dedicated projects.
- Contribute to early stage problem definition as a means to clarify product purpose; run remote workshops and feedback sessions to support customer-centric goals.

Connective Cube Design & Content | Mar 2022 – Present | UX Generalist (Owner)

- Provide content and UX Design services to Fortune 500, agencies, and small businesses.
- Notable contracts at CVS Health (March 2022 - July 2022 - Senior Content Strategist) and Vanguard (August 2022 - October 2022 - UX Designer)
- Continue education in Artificial Intelligence, UX Design, and Content Design.

Fastspot | Nov 2020 – Mar 2022 | UX Strategist

- Complete competitive analysis and remote discovery sessions, and write creative briefs based on in-depth qualitative discovery sessions with clients.
- Build information architecture plans in SlickPlan, and create content plans in Airtable.
- Write creative briefs based on in-depth qualitative discovery sessions with clients.
- Utilize card sort techniques, unmoderated testing, and surveys on a per project basis.

Kat Martineau

UX and Content Designer | 646-244-4369 | martineaukt@gmail.com | katmartineau.com

Money Map Press | Feb 2019 – Nov 2020

eCommerce Specialist (Mar 2020 - Nov 2020)

- Develop chat-bots to improve customer experience with 75+ user journeys.
- Coordinate efforts across teams for publication folds and name changes across 10+ different website properties, consolidating product offerings and increasing workflow.

QA Analyst (Feb 2019 - Feb 2020)

- Performed quality assurance on order forms generating 60%+ of revenue (\$50M+)
- Implemented updates to sales funnel page templates by adding alternative text forum images and CSS media queries, increasing web responsiveness to +20M subscribers.
- Reduced ordering errors and increased responsive design output by standardizing ~20 publication templates product + renewal launches.
- Generated Google Analytics dashboard reports about browser and device usage.

Park School | Oct 2017 – Jan 2019 | Database Administrator/Analyst

- Managed gift processing for checks, credit cards and stock gifts for budgets up to \$1M+.
- Updated content for auction website using Givecorps CMS.
- Extracted large financial datasets in Excel and utilized VLOOKUP to analyze discrepancies

Johns Hopkins Medicine | Jul - Oct 2017 | Web Designer and Content Writer (Freelance)

- 6-week contract for a new website; improved information architecture and HTML/CSS.

StarChapter | Mar 2015 – June 2017 | Implementation Specialist

- Closed 25-50 tickets a week of varying technical complexity by addressing email deliverability issues, fixing website bugs, and member database setups.
- Gathered requirements for onboarding new SaaS customers - optimized 100+ systems.
- Provided online training on content and communications practices to board members.

EDUCATION

University of Baltimore

MS in Interaction Design and Information Architecture (IDIA), 2020 - Present
Certificate in User Experience Design, 2019

General Assembly

Certificate of Completion | Web Design + HTML/CSS Online, 2014

The Graduate Center @ The City University of New York (CUNY)

Master of Arts Liberal Studies (Gender & Sexuality Studies concentration), 2011

New York University

Bachelor of Arts, Major: Journalism Minors: English Literature & Sociology, 2004