

# Daniel Martinez V

e-mail: [dmvilla05@gmail.com](mailto:dmvilla05@gmail.com)  
phone: 206-356-9716  
[www.danielmartinezvilla.com](http://www.danielmartinezvilla.com)

## Experience

### User Experience Designer II

Expeditors International

Sep '14 - Present

- Collaborate to solve complex challenges in bringing consistency and user-friendly applications to business processes.
- Primary designer for web-based applications that allow worldwide employees to work more efficiently, bill more accurately and provide higher quality customer service.
- Create and present project feature wireframes, high-fidelity mockups, and interactive HTML/JS/CSS prototypes.
- Led effort to use CSS preprocessors across development teams in order to standardize on a CSS/SASS styleguide and to extend and customize frameworks like Bootstrap.

### User Interface Designer - freelancer

[donluchosinseattle.com](http://donluchosinseattle.com)

Jul '14 - Present

- Conducted competitive analysis to design a more compelling and improved user experience.
- Collaborated with other designer to create a responsive user interface; including conceptualization, wireframing, visual design, and front-end development.
- Utilized rapid prototyping and user feedback to quickly adapt and iterate on interface design concepts.

### Visual Interface Designer

DatStat, Inc.

Jan '14 - Sep '14

- Shaped the overall user experience with small team of internet engineers, front end developers and QA specialists.
- Prepared sketches to explore potential designs and communicate user workflows to other members of team.
- Developed style guides, UI assets, wireframes and prototypes.
- Overhauled architecture of existing features for a web platform, making them more visually engaging, simple and intuitive.

### Interaction Designer

Expedia

Mar '14 - Jun '14

- Redesigned flights booking workflow with the checkout team to meet new design standards and incorporate new tooling.
- Collaborated and created sketches, wireframes, and final interactive prototypes demonstrating hypothesized use cases.
- Performed user research in creating a usability study to draw objective conclusions with real feedback to improve prototypes.
- Implemented prototyping workflows and consistent design elements with CSS preprocessors.

## Profile

Passionate for creating intuitive & simple user experiences with a user-centered design approach. Constantly challenge myself to learn new skills and technologies in interface design and front-end development.

## Skills

illustrator  
Balsamiq  
Sketch  
Axure

Lo-Fi & Hi-Fi Prototyping  
Rapid Sketching  
HTML/CSS & JQuery  
Bootstrap, LESS & SASS

Project Management  
Wireframing  
User-research  
Arduino

## Education

### M.S. - Human Centered Design & Engineering

University of Washington  
Seattle  
Completed June 2014

**B.A. - Business Management**  
concentration in Communications  
Eastern Washington University  
Bellevue  
Completed June 2012