

# Ina Martinez

UX Designer | Training & Projects Coordinator

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## PROFILE

With a strong background in marketing, I have a passion for understanding consumer behavior. I have excelled in designing trainings for a variety of demographics, project management, and creating visual assets for marketing. My empathetic nature and my keen interest in understanding edge cases have allowed me to create thorough, sustainable training processes. I'm excited to bring my natural ability in design thinking to develop accessible products and services that resonate with customers.

## SKILLS

Human-Centered Design, Figma, Persona Creation, User Research, Experience Mapping, Wireframing, Prototyping, Color Theory, APS HR Software, Google Suite, ProofHub, Monday.com

## EXPERIENCE

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### HR Training & Projects Coordinator | King Jesus Ministry

APR 2022 - PRESENT, MIAMI, FL

- Integrated an employee rewards platform to foster team engagement and recognition
- Introduced our first-ever online training platform for full-time and part-time employees
- Campaigned to establish a tuition reimbursement program for part-time employees

### Content & Administrative Assistant | King Jesus Ministry

JUN 2017 - AUG 2021, MIAMI, FL

- Streamlined membership application process integrating an online portal
- Organized weekly Facebook live round tables and Q&As for pastors to strengthen communication with our global members during the pandemic
- Designed and drafted our monthly Supernatural Global Network online newsletter in collaboration with the Pastoral and Creative teams

### Employee Training Manager | Old Navy

NOV 2011 - OCT 2015, MIAMI, FL

- Boosted sales during special events and holidays by establishing contests among regional stores
- Surpassed store credit card application goals by 11% in Q3 and 17% in Q4 of 2013 by implementing weekly sales training

## EDUCATION

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### BrainStation | Diploma, User Experience Design

JUN 2023 - SEP 2023, MIAMI, FL

### Florida International University | Bachelor in Business Administration

SEP 2009 - AUG 2011, MIAMI, FL

- Bright Futures Scholarship Recipient

### Miami Dade College | Associate in Arts

JAN 2008 - AUG 2009, MIAMI, FL

- Graduated with Honors, Dean's List

## PROJECTS

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### UX/UI Designer | TravelSavi App

June 2023 - Present, BRAINSTATION/CAPSTONE PROJECT

- Using the human-centered design process, I created a travel info app for easy international travel document access. This included user research, journey mapping, branding, and Figma-based ideation.