**Remy Martin**Location: Miami, FL **|** Phone: (786) 273-7369 **|** Email: remy@rmartin.co

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**Summary**

Experienced UX Design Leader with 13 years of proven success in diverse industries, including E-commerce, Hospitality + Travel, Finance, Healthcare, Retail + Fashion, Restaurants, Automotive and B2B/B2C-centric businesses.

**Technology Stacks**

Adobe Experience Manager, SAP Hybris, Oracle Commerce Cloud, Enterprise CMS, iOS, Android, React, Angular

**Tools**

Figma, Adobe Photoshop, Abstract, Sketch, Zeplin, and InVision

**Key Competencies/Skills:**

* DesignOps for Operational Efficiency
* Design Systems Development and Management
* Mentorship and Team Leadership (Junior to Senior Designers)
* Usability and Accessibility Advocacy
* A/B Testing and Data-Driven Design
* Agile Environments
* Cross-Functional Collaboration (Strategy, Marketing, Business, Product, Engineering, Creative)
* HTML/CSS Proficiency

**Professional Experience**

**Associate Director of UX**

GlueIQ - Miami, FL/Hybrid

Feb 2022 - Nov 2023

* Led all UX initiatives agency-wide, integrating custom design systems into client projects to optimize DesignOps and project delivery.
* Managed a dynamic team of approximately four UX designers, mentoring them from Junior to Senior levels and enhancing their skills.
* Collaborated with Business Development and Strategy teams to develop persuasive UX proposals, contributing to over $1MM in yearly retainer revenues and expanding client relationships.
* Served as the Figma admin for around 100 users, streamlining collaborative design processes and implementing cost-saving measures that exceeded $20k in savings.

**Notable Projects**

* Reyes Beverage Group
	+ Orchestrated the complete overhaul of a B2B e-commerce platform, enhancing the shopping experience, which directly contributed to an increase of over $1MM in digital sales post-launch and boosted the average order value by 18%. Additionally, the redesign resulted in a 51% increase in time spent on site, indicative of significantly improved user engagement.
* Innovation Refunds
	+ Conducted thorough A/B testing, guiding a strategic redesign of critical user journey pages and resulting in an additional revenue gain of $1.6M
* Regent Seven Seas Cruises
	+ Led the conversion of a comprehensive 300+ component design system from Sketch to Figma, optimizing and documenting the process for developers and fellow designers, effectively spearheading the enhancement of DesignOps.

**Experience Lead**

Razorfish - Miami, FL/Hybrid

Jan 2020 - Sep 2021

**Notable Projects**

* Southern Glazers Wine & Spirits
	+ Played a pivotal role in a five-member team that designed a B2B e-commerce solution for SGWS, the largest distributor in the U.S., contributing to a platform that supports over $70MM in monthly revenue. Led the UX stream, driving the e-commerce strategy, and provided key support in the Salesforce and AEM migration initiatives.
* AutoNation
	+ Led the user experience overhaul of the "Find a Store" feature for AutoNation, a billion-dollar automotive dealership, enhancing the navigation experience for over 1MM unique monthly visitors across the nation.

**Senior UX Designer**

Contractor - Miami, FL/Remote

Nov 2019 - May 2022

**Notable Projects**

* Carters
	+ Designed a contextual mobile shopping app, personalizing user experiences based on location, order history, and seasonal factors, resulting in higher customer satisfaction and conversions.
	+ Conducted a comprehensive UX audit of post-checkout processes, including in-store pickup, curbside, and home delivery, documenting and optimizing the customer experience for improved efficiency and communication.
* Avery Dennison
	+ Led UX design initiatives during the company's global digital transformation.
	+ Played a key role in developing and maintaining a universal design system, following atomic design and mobile-first principles for cross-platform development.
	+ Directed the redesign of a high-profile e-commerce service used by top clients, including Nike, Puma, and Adidas, for customized sports apparel orders by major leagues and teams like Premier League, Real Madrid, and FC Barcelona.

**UX Designer**

Freelance - Miami, FL/Remote

Jun 2016 - Jan 2020

**Notable Projects**

* Lennar Homes
	+ Redesigned a custom Salesforce app, streamlining the sales process and improving company-wide efficiency.
	+ Contributed to the creation of a standardized design system, promoting scalability and consistency.
	+ Designed a user-friendly kiosk check-in experience for Welcome Home Centers, simplifying the visitor registration process.
* World Fuel Services
	+ Collaborated with stakeholders to translate business requirements into wireframes and final designs for an Enterprise Portal.
	+ Advocated for front-end and mobile-first best practices and UX principles.
	+ Implemented a design system to ensure brand consistency and developer efficiency.
	+ Contributed to front-end development by refining HTML & CSS to bring design concepts to life.

**UX Designer**

RentPath - Atlanta, GA/Hybrid

Oct 2015 - Oct 2016

* Collaborated effectively with cross-functional Agile teams to implement innovative designs across Web, iOS, and Android platforms.
* Established an efficient design system, ensuring consistent interfaces and enhancing team productivity.
* Led as the Designer and Product Owner for Rentals.com, defining product vision and user experience strategy.
* Collaborated closely with the Director of Research to refine requirements, optimize mockups, and gather user feedback through InVision prototypes.

**UX Designer Apprenticeship**

Tradecraft - San Francisco, CA

Jun 2015 - Oct 2015

* Collaborated with early-stage startups to transform their visions into tangible web and mobile experiences for iOS and Android, leveraging iterative Design Sprints.
* Conducted thorough competitor audits and user recruitment for usability testing to extract actionable insights, informing app and design enhancements.
* Crafted comprehensive user task flows, wireframes, and high-fidelity mockups, culminating in interactive InVision prototypes for user testing.

**Web Designer**

Freelance - Miami, FL

Mar 2010 - Jun 2015

* **Transitioned to UX** by collaboratingwith a medical practice, conceiving a CRM web app from broad concepts to practical tools for the sales team and patients. Managed the entire UX process, from user interviews to final UI design, including a 52-inch interactive dashboard for analytics.
* Led full-cycle design and development for client projects, delivering mockups, style guides, and fully coded websites using HTML, CSS, and WordPress.
* Designed diverse digital solutions, including a custom iPad kiosk app for social media engagement, a cross-platform social sharing tool, and a QR code-based marketing tool for a car dealership.
* Played a pivotal role in pitching innovative ideas with the agency to prospective clients, securing over $50k in new business.

**Education**

University of Miami, Web Design Certificate, 2010