

SOFIA MARTINEZ

UX / UI DESIGNER



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LinkedIn

User-centered designer with 5+ years of experience crafting intuitive digital experiences for web and mobile products. I combine research, design thinking, and visual design to solve complex problems and deliver accessible, elegant solutions. Passionate about collaborating with cross-functional teams to create products that delight users and drive business impact.

SKILLS

					
UX RESEARCH	INFORMATION ARCHITECTURE	WIREFRAMING	PROTOTYPING	USABILITY TESTING	DESIGN SYSTEMS
User interviews, surveys, personas, journey maps, competitive analysis	Sitemaps, user flows, card sorting, content strategy	Low to high-fidelity wireframes, layout design, interaction flows	Interactive prototypes, microinteractions, transitions	Test planning, usability tests, heuristic evaluation, insights & iteration	Component libraries, design tokens, pattern documentation

TOOLS

Figma

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FigJam

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Adobe XD

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Sketch

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Miro

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Notion

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Jira

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Slack

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Maze

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Hotjar

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Airtable

EXPERIENCE

2022 - Present	Senior UX/UI Designer NovaFin (FinTech Startup) San Francisco, CA - Led end-to-end design for a personal finance platform, from discovery to launch, improving task success rate by 32%. - Conducted user research, built personas and journey maps, and translated insights into clear product opportunities. - Designed wireframes, prototypes, and high-fidelity interfaces for web and mobile using Figma. - Established and maintained a scalable design system, increasing design consistency and development speed. - Collaborated with product managers, engineers, and data analysts in an agile environment.
2020 - 2022	UX Designer BrightHealth (HealthTech) San Francisco, CA - Redesigned patient portal experience, reducing support tickets by 28% and improving user satisfaction. - Planned and facilitated usability tests and synthesized findings to drive iterative improvements. - Partnered with engineers to ensure feasible solutions and pixel-perfect implementation. - Created reusable components and style guides to support a cohesive cross-platform experience.
2018 - 2020	Junior UX/UI Designer Lumen Digital Agency Austin, TX - Supported discovery workshops, user flows, and wireframes for clients across e-commerce and SaaS. - Designed responsive websites and landing pages following best practices in accessibility and usability. - Collaborated with copywriters and developers to deliver high-quality, user-centered solutions.

SELECTED PROJECTS

	NovaFin Mobile App Personal Finance Management 2023 Led UX/UI design for budgeting, goal tracking, and insights features. Conducted user interviews and usability tests that informed a simplified navigation and data visualization. Resulted in 32% improvement in task success rate and 22% increase in weekly active users.
	BrightHealth Patient Portal Healthcare Platform Redesign 2021 Redesigned key patient flows including appointment scheduling, test results, and messaging. Created a new design system and component library used across web and mobile. Reduced support tickets by 28%.

EDUCATION



Bachelor of Fine Arts in Graphic Design

California College of the Arts

San Francisco, CA | 2014 - 2018

LANGUAGES

English	Native	●●●●●
Spanish	Native	●●●●●
Portuguese	Conversational	●●●●●



I design with empathy, iterate with purpose, and collaborate to build products people love.