MARTHA E HOWE

CONTACT

✉ marthaehowe@gmail.com

in linkedin.com/marthaelizabeth

🌐 marthaelizabeth.design

SKILLS

User-Centered Design Thinking

User Research And Strategy

Qualitative/Quantitative Research

User Flows

Persona Development

Competitive Analysis

Whiteboarding

Information Architecture

Usability Testing

Software Design

Wireframing And Prototyping

Responsive Design

Web Accessibility

UX Writing

Problem Solving

Critical Thinking

Communication

Storytelling

Adaptability

Data Analysis

Collaboration

Time Management

Figma

User Testing

Optimal Workshop

Jira

Confluence

Slack

Microsoft Suite

Google Suite

EDUCATION

UX DESIGN CERTIFICATE

MFA, CHOREOGRAPHY

BA, DANCE, MINOR ENGLISH

ABOUT

As a self-starting product designer with five years of experience, I possess a strong background in analytical thinking, research, and storytelling. Problem-solving energizes me; I thrive on finding solutions that balance company goals with user needs. I am a grammarian and wordsmith and excel in content creation and copywriting, which consistently yields impactful user-centric experiences. I value collaborative teams and foster relationships to achieve goals.

EXPERIENCE

UX PRODUCT DESIGNER

Promethean | September 2023 - Present

- Managed multiple projects in a fast-paced SaaS environment, rapidly mastering complex systems to develop features for education administrators, ensuring timely delivery and improving products used in 1.7 billion classrooms worldwide.
- Led the redesign and reskin of areas of major internal software, conducting user interviews, developing personas, and designing new functionality within Embers design system. Achieved seamless company-wide adoption with high user satisfaction.
- Designed 8 WCAG-compliant Welcome pages in a 3-phase rollout, incorporating new UI branding and UX microcopy while meeting stakeholder and business goals for a successful launch.
- Delivered visually engaging, brand-aligned interfaces, including a new landing page for a high-impact application, adapting to evolving stakeholder needs and complex technological challenges.

ASSOCIATE PRODUCT DESIGNER

HireVue | June 2022 - June 2023

- Conducted video interview service audits and user research, deriving insights that informed the creation of a prototype which streamlined three platforms across two codebases into a unified, mobile-responsive browser experience with the added goal to sunset the existing app.
- Collaborated with product managers to introduce innovative features that significantly boosted user engagement.
- Maintained compliance with evolving privacy laws and accessibility standards (WCAG 2.0 A and AA), reinforcing our position as an industry leader.
- Designed wireframes and prototypes, facilitating clear visualization and communication of design concepts across departments. This approach secured executive buy-in and streamlined handoff to developers, with plans to improve user experience and reduce overhead for Engineering and Support.
- Crafted concise and accessible UX microcopy for multiple product initiatives, enhancing user understanding and engagement.

UX/UI PRODUCT DESIGNER-FREELANCE

Your Event Ninja | March 2022 - May 2022

- Created a website that harmoniously integrated with the company's design system, serving as a robust platform to facilitate events and targeted site functionalities.
- Fostered cross-functional collaboration with marketing and events teams, resulting in continuous product enhancement driven by evolving requirements and tech restraints.

OrangeBird Officiants | August 2021 - March 2022

- Utilized site analytics and competitive analysis to pinpoint SWOT factors, informing strategic decisions that led to a decrease in abandonment rates and reinforced our industry competitiveness.
- Leveraged user personas and flows to optimize information architecture, usability, and cross-device functionality, enhancing the overall user experience.
- Revitalized the brand's UI through the creation of fully responsive high-fidelity mocks and prototypes. This redesign elevated visual elements encompassing palette, typography, imagery, and the UX writing tone.