



Danielle Martin
Lead UX Designer

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Profile

I'm a passionate User Experience Designer with over 15 years of multidisciplinary design experience, including architecture, graphic design, and more than a decade specialising in UI/UX. My background, including award-winning projects, has given me a strong grasp of design principles, and I excel at collaborating with users, stakeholders, and developers.

I help tech startups create user-centred digital experiences that drive engagement and growth. I specialise in designing intuitive, scalable solutions that meet both business goals and user needs, supporting startups in growing through great design. My flexible, collaborative approach thrives in fast-paced, dynamic environments.

I graduated top of my class with First Class Honours in both my MSc in Creative Digital Media (Mobile & Web App Development) and my BSc in Landscape Architecture.



Top Skills

- User Research and Analysis
- Information Architecture
- Wireframing and Prototyping



Honors-Awards

- Honorable Mention Schinkel 2008
- Slant Spring Award 2012



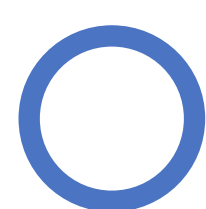
Experience

October 2024 - Present

4 mos

Dublin Tech Beat

Dublin, Ireland



Fractional UX Designer Start-up Advisor

I help tech startups create user-centered digital experiences that drive engagement and growth. With over 15 years of experience, I specialize in building intuitive, scalable solutions that align with both business goals and user needs, helping startups grow through great design. I bring a flexible, collaborative approach to designing products in dynamic startup environments.

January 2022 - October 2024

2 yrs 10 mos

Best Buy Canada

Vancouver, Canada

Senior Lead User Experience Designer

As the Senior Lead UX Designer for the Best Buy app, I spearheaded improvements to key touch points, including a comprehensive redesign of the product page and enhancements to both the product and customer review pages. These efforts were instrumental in elevating the app's rating on the App Store from 2.2 to 4.6.

October 2017 - January 2022

4 yrs 4 mos

Staples (PNI Media)

Vancouver, Canada

Lead Product Designer

Initially hired as the head of the UX department, I later expanded my role to lead both the UX and UI departments. In this capacity, I managed the design team, growing it to seven designers while driving year-over-year conversion growth for this e-commerce site. Key achievements include:

Sustaining sales growth across seven consecutive periods.

Leading a homepage redesign that increased conversion rates by 2%, resulting in an annual revenue boost of \$2 million.

Overseeing the full redesign of a critical user flow (document printing), which receives 12,000 visits per day. This redesign achieved a conversion rate of 30%, surpassing the target of 24%, and currently generates \$1.5 million in weekly sales.

Lead UX Designer

PNI Media, acquired by Staples, stands as one of Canadas’s leading tech companies, delivering seamless online experiences for global brands. Trusted by global industry giants such as Costco Wholesale, Sam's Club, FedEx Office, Tesco, and Quill, our platform serves over 25 million users daily, enabling them to design and order millions of products effortlessly. As the head of the Staples team within PNI, I led initiatives that aligned with Staples' strategic goals, driving innovation and enhancing customer satisfaction across their digital services.

June 2014 - October 2017

3 yrs 5 mos

Incognito Software

Vancouver, Canada

UI/UX Designer

Incognito Software is a global leader in broadband service provider solutions. In this role, I applied my expertise in understanding complex technical processes to design innovative, user-friendly solutions for millions of subscribers. I conducted user research, created personas, mapped user flows, drafted use cases, and developed wireframes, prototypes, and high-fidelity mockups to ensure optimal user experiences.

I worked closely with front-end and back-end developers, stakeholders, and project managers in an agile environment, iterating designs based on continuous feedback. My ability to combine technical understanding with user-focused design principles resulted in efficient, impactful solutions that enhanced customer satisfaction worldwide.

February 2014 - July 2014

6 mos

YakPact Ltd

Dublin, Ireland

Principal UI/UX Designer

YakPact is a customer relationship management product designed to enhance Net Promoter Scores. I contributed to the early design process, which included concept development, user research, gamification strategies, user journeys, use cases, and persona creation.

In the later design phase, I focused on creating wireframes, prototyping, and conducting usability testing to refine the product. These efforts ensured a user-centered approach that aligned with the product’s goal of improving customer satisfaction and engagement.

Apr 2013 - Mar 2014

1 yr

Fun Laoghair App

Dublin, Ireland

Principal UI/UX Designer

As the Creative Director for a GPS mobile game app, I led the project from concept to completion, culminating in its release on the App Store. This app was designed as a fun and engaging way to encourage kids to stay active while exploring their surroundings to unlock games. I played a pivotal role in every aspect of the design process, ensuring a user-centered and innovative product.

I conducted in-depth user research to understand the target audience and created detailed personas to guide development. I developed the app concept, designed wireframes, and built interactive prototypes to test functionality and user flow. I carried out extensive usability testing, iterating the design based on feedback to optimize the user experience. In addition to design responsibilities, I coded the app using Corona SDK, combining technical and creative skills to bring the vision to life. I also authored comprehensive reports documenting the process, insights, and outcomes, showcasing my commitment to delivering a polished and impactful product.

January 2012 - July 2012

7 mos

Dermot Foley Landscape Architects

Dublin, Ireland

Graphic Designer / Landscape Architect

My responsibilities in this position included designing concept master plans, creating concept montages, producing 3D renderings, hand-drawn sketches, and developing marketing and report graphics. Additionally, I undertook research tasks, which involved investigating planning applications and regulations.

October 2011 - January 2012

4 mos

Traditional Craft Limited

Dublin, Ireland

Visual Designer and Photographer

I played a key role in creating the seasonal brochure, taking on responsibilities in graphic design and product photography. I captured and edited high-quality images of clothing and giftware, ensuring visually compelling content that effectively communicated the brand's identity. This experience strengthened my expertise in graphic design and visual communication, establishing a solid foundation for producing impactful marketing materials.

August 2011 - October 2011

3 mos

Cunnane Stratton Reynolds

Dublin, Ireland

Landscape Architect / Graphic Designer

In this role, I created detailed graphic presentations, including plans, montages, and sections, to effectively communicate project concepts to clients and stakeholders. I developed cohesive graphic styles to ensure a consistent visual identity and conducted site assessments, preparing accurate CAD drawings of building facades and site plans to support planning applications. My work ensured projects met regulatory requirements and were well-prepared for approval.

August 2010 - March 2011
8 mos

Renaissance Planning
Melbourne, Australia

Graphic Designer / Landscape Architect

As a Landscape Architect, I played a key role in both design and branding for the firm. In addition to my landscape architecture responsibilities, I was deeply involved in the firm's graphic rebranding efforts, which included redesigning the website, logo, brochures, and creating an overall identity for the company. In my architectural role, I created 2D and 3D CAD renderings of landscape master plans, developed concept montages, sections, and contributed to report writing. I was also responsible for preparing tender documentation, design proposal reports, fee estimates, work programs with project breakdowns, and construction estimates for budgeting and tendering processes.

Working directly with clients allowed me to gain a deep understanding of their needs, enabling me to apply my empathetic approach in all aspects of my work. This experience has greatly influenced my UX design process, where I continue to prioritize user-centered design and empathy to create effective and impactful solutions.

January 2009 - August 2010
1 yr 8 mos

SMEC Urban Consulting
Group
Melbourne, Australia

Graphic Designer / Landscape Architect

At SMEC, a large multidisciplinary company, I provided landscape architectural services in alignment with contract requirements, presented proposals to clients and senior staff, and contributed to design and documentation processes. My experience in creating mock-ups and presentations for packaging laid the foundation for my transition into the world of UX design. Throughout my time at SMEC, I prioritized clear communication, keeping clients informed and up to date while efficiently coordinating information across local, interstate, and international offices. This experience greatly enhanced my communication skills, which I continue to apply in my work today.



Education & Training

Dublin Institute of Technology

Master of Science (MSc)

Creative Digital Media (Mobile & Web Application Development)

2012-2014

Grade: First Class Honours

University College Dublin

Bachelor of Science (B.Sc.)

Landscape Architecture

2004-2008

Grade: First Class Honours

- WCAG Accessibility Training
In-house Training

2021

- Collaborative Information Architecture
IA Summit

2017

- UX Research and Design
Akendi Training & Coaching

2016

- Applying Cascading Style Sheets
The University of British Columbia

2015

- SAFe for Teams
Scaled Agile, Inc.

2019

- Leading Highly Effective UX Teams
Nielsen Norman Group

2017

- From Strategy to Structure
IA Summit

2017

- User Interface Design for the Web
The University of British Columbia

2015