

KIKI MARTINS

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Portfolio, Linkedin

I'm a product/UX designer with 5 years experience in the creative industry designing for iOS, Android and web. I thrive in multidisciplinary teams and I'm passionate about accessible design. My way of working is centred around continuous iteration and user validation, allowing me to create meaningful experiences that effectively address genuine user needs and challenges.

Experience

WherelsMyTransport • Senior Product Designer

Sep 2021 - Jul 2023, Remote

- Worked across three internal data tools and the consumer product.
- Led the design on a cross-functional squad being responsible for the overall experience from initial discovery to the final high quality design details.
- Mentored other designers through the design process and supported them on achieving their personal development goals.
- Worked on the implementation and maintenance of a scalable design system, improving efficiency and consistency within the design department.

Ajenta • Product Designer

Oct 2020 - Sep 2021, Edinburgh - The United Kingdom

- Combined product strategy and user data to create an immersive hybrid classroom experience.
- Led remote user research in order to design user-centred solutions for the digital products.
- Structured and hosted remote workshops with cross-functional teams resulting in a focus for the product strategy and future roadmap.
- Worked agile in an iterative process with continuous ideation, conceptualising, prototyping and testing solutions.

citizenM • UX Designer & Optimisation Specialist

Jun 2020 - Oct 2020, Voorschoten - The Netherlands

- Conducted UX analysis, user research, user testing and expert evaluations to create user-centred solutions and identify possible areas of improvement on the digital products.
- Planned and conducted optimising experiments using Google Analytics and Google Optimize to test ideas and gather feedback.
- Worked agile in a cross-functional team and collaborated with designers, developers, digital marketing and content specialists.

citizenM • UX Design Intern (Graduation Project)

Feb 2020 - Jun 2020, Voorschoten - The Netherlands

- Worked in the Customer Experience squad focusing on enhancing the UX of citizenM's booking engine in order to create a user-centred experience and increase conversion rate.
- Conducted face-to-face and remote user research and focus groups to understand the user's pain points and needs.
- Planned and conducted CRO experiments to identify areas of improvement.
- Analysed, reviewed and presented the research results to the squad and stakeholders.
- Created low-fidelity and quick to test wireframes, as well as high-fidelity prototypes and designs.

ING Labs • UX Design Intern

Sep 2018 - Feb 2019, Amsterdam - The Netherlands

- Worked agile in the Digital Design team to support several companies to become Minimal Viable Companies by translating their ideas into impactful, intuitive and user-centred experiences.
- Contributed on different phases of the design process such as UX research, idea generation, prototyping, and user testing.

Other roles

Huisje Boompje Nanny • Au Pair

Feb 2015 - Feb 2016, Oesgtgeest - The Netherlands

Sunshine Reborn Art • Self-employed

Jan 2014 - Feb 2015, Sao Paulo - Brazil

Prefeitura de Sao Paulo • Social Educator

Fev 2009 - Jan 2014, Sao Paulo - Brazil

Education

The Hague University • User Experience Design

Sept 2017 - Jun 2020

Universidade Anhembi Morumbi • Psycho Pedagogy

Jan 2009 - Dec 2011

Courses

Growth.Design • Product Psychology Masterclass

May 2023

A course that offers a step-by-step system to apply the right psychological principle to improve any product experience

edX • Introduction to Web Accessibility

Nov 2022

Web accessibility course offered by W3C about the fundamentals and rules on WCAG guidelines

Languages

Portuguese - Native language

English - Full professional proficiency

Spanish - Professional working experience

Dutch - Limited working experience