

KIKI MARTINS

Edinburgh, UK

+44 (0) 7831 752 168

Portfolio, Linkedin

As a Senior UX Designer with 7+ years in the creative industry, I've designed impactful experiences across iOS, Android, and web. I love collaborating with multidisciplinary teams and championing accessibility at every stage of the process. Through continuous iteration and user validation, I create intuitive, meaningful products that make a genuine difference to people's lives.

Experience

Barclays UK (Tesco Bank) • Senior Product Designer

Oct 2023 - Present, UK Remote

- Drive the end-to-end user experience for the Tesco Bank Mobile App and Online Banking platform within an agile, cross-functional team - contributing to improved usability, accessibility, and customer satisfaction.
- Lead workshops, co-design sessions, and user testing, translating insights into actionable design improvements that enhance engagement and reduce friction across key journeys.
- Collaborating with engineers, analysts, designers, product owners and scrum masters, and leading sync sessions to ensure design consistency, product quality, and timely delivery of user-centred solutions.

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

Languages

Portuguese - Native language

English - Full professional proficiency

Spanish - Professional working experience

Dutch - Limited working experience