



Laura M.

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My name is Laura Martinez. I am a user experience designer with nearly 15 years of experience creating, implementing and delivering creative solutions.

skills

- Strategic planning including roadmap creation
 - Information architecture design
 - Wireframing
 - Prototyping
 - User Research
 - Visual design
 - Branding
 - Creating technical requirements
 - Testing/QA
 - Reviewing site analytics to implement design improvements
 - Presenting design solutions to all levels of the business
 - Leading a team to deliver projects on time and on budget
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experience

October 2014 to Present Digital Marketing Manager, D.R. Horton

- Manage the product management team of 3 business analysts and 1 project manager
- Lead the launch of warranty services within Microsoft Dynamics CRM for 78 markets in 27 states.
- Organized Full Circle, D.R. Horton's Sales and Marketing conference, with over 200 attendees for the past 4 years
- Brand Manager for all 4 brands within the D.R. Horton family of brands
- Manage all external vendor relationships for creative services

October 2011 to October 2014 UI/UX Designer, D.R. Horton

- Lead the relaunch of DRHorton.com which included user research, design and usability
- Oversaw the work of 8 designers during various phases of DRHorton.com project
- Performed critical user interviews, competitive analysis and clickstream analysis
- Created a wireframe prototype and validated new user flows through usability testing
- Saved over \$500,000 in costs by managing the billable hours of all external vendors

January 2011 to September 2011 Art Director at Rocket Red

- Conceptualize, design and produce materials for print, web, email, and trade shows events for clients such as AMD, Hanwha Surfaces, Darling Homes and the George W. Bush Presidential Center

August 2010 to January 2011 Senior Graphic Designer at U.S. Shade & Fabric Structures

- Creative team lead on all design projects
- Conceptualize, design, and produce marketing materials, advertising campaigns and trade show graphics for USA Shade and internal brands including SunPorts and FabriTec.

education

Bachelor of Arts in Communications (Advertising)
University of Texas at Arlington, May 2009