ISABEL MARTIN

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User experience designer with a strong background in cognitive psychology and education theory, dedicated to improving digital experiences through a deep understanding of human behavior and learning processes. Excels at holistic design thinking.

EDUCATION

University of California, Berkeley | Master of Information Management and Systems | GPA: 4.0   May 2025
- Focus Areas: User Experience Design and Human-Computer Interaction
- Relevant Courses: Product Design Studio, Interface Aesthetics, User Experience Design, Human-Centered AI, Front-End Web Development, Natural Language Processing, Information Organization and Retrieval

Haverford College | Bachelor of Science, Psychology | GPA: 3.95   Aug 2019 - May 2023
- Relevant Courses: Thesis in Cognitive Psychology, Multivariate Statistics, Behavioral Neuroscience
- Awards: Magna cum laude, Phi Beta Kappa Honor Society, Psychology Department High Honors

WORK EXPERIENCE

Experience Design Intern | Method, Inc.   May - July 2024
- Collaborated with scrum team of designers, software engineers, and product managers to develop a quiz application for a global learning platform. Product is being rolled out to 32,000 users worldwide.
- Involved with end-to-end product lifecycle, including feature prioritization, information architecture, testing and refining concepts, low-fidelity wireframing, and rapid prototyping. Conducted interviews and synthesized research to identify user needs and articulate key design principles.
- Facilitated frequent cross-team collaboration to ensure consistency across minimum viable product (MVP). Created and managed team's design system, streamlining the design-to-engineering handoff.

Learning Experience Designer | Bryn Mawr College   Sept 2022 - July 2023
- Developed a new Education Studies major for Bryn Mawr College in a working group of peers and faculty. Achieved 50% increase in number of students pursuing teaching certification one year after implementation.
- Led interviews with current students and alumni, wrote and administered needfinding surveys, and analyzed resulting qualitative data to identify opportunities for improvement; developed requirements for the major.
- Worked with key stakeholders, including department chair, to implement proposed plan and recommendations.

Psychology Research Intern | University of Pittsburgh   June - Dec 2022
- Directed original, six-month study exploring the effects of auditory processing difficulty on participants' perceptions of grammatical accuracy. Designed and administered survey to 120+ participants using Qualtrics.
- Wrote literature reviews, created stimuli, and analyzed qualitative data to support the Memory & Psycholinguistics Lab.

DESIGN PROJECTS

Aible: Generative AI for Business Analytics | UX Research and Design
- Facilitated cross-functional research and design project to improve the user experience of ChatAible, a generative AI product for enterprise analytics. Simplified and refined software settings based on users' mental models.

FreeWorld: Mobile Learning Platform for Formerly Incarcerated People | UI/UX Design
- Partnered with nonprofit that helps returning citizens obtain jobs in the trucking industry; designed a web portal for interview preparation materials, incorporating gamification and interactive features to boost user engagement.
- Utilized and improved existing design system to create low-fidelity wireframes and high-fidelity prototypes.
- Conducted three rounds of usability testing within 5-week design sprint to iterate upon and validate designs.

Tools Figma • Adobe Illustrator, Photoshop • Jira • Miro • Trello • Python • Microsoft • Qualtrics • HTML, CSS
Skills Interaction design • Rapid prototyping • Qualitative research • User testing • Interviewing • Survey design