



Felicity Martinez

Senior UX Designer

<https://www.felicity-martinez-ux.com/>

Contact

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London, UK

Skills

- Figma, Adobe CC
- Design System Zeroheight
- WCAG
- Agile
- HTML, CSS
- Digital Marketing
- Angular

Education

- **MSc Nuclear Reactor Physics**
University of Birmingham
Completed in 2017
- **BSc Physics with Astrophysics**
University of Exeter
Completed in 2015

Languages

English - Native

Spanish - Native

Italian - Fluent

French - Intermediate

Summary

I'm a passionate Senior UX and Product Designer 6 years of experience in SaaS, B2B, and AI products. I specialize in Data Visualization, transforming complex business requirements into intuitive, visually compelling designs.

My key roles include leading user research, creating wireframes and prototypes, conducting usability testing, and collaborating closely with cross-functional teams to ensure that designs align with business goals and enhance product usability. I thrive in simplifying information-heavy products into scalable, cohesive, and enjoyable solutions.

As an EU citizen with pre-settled status in the UK, I'm authorized to work anywhere within the EEA and UK without needing a visa.

Work Experience

January 2024- Present
Unily

Senior UX Designer

Unily is an enterprise intranet platform that enhances employee engagement and collaboration for large organizations. As a Senior UX Designer, I lead multiple high-impact projects, ensuring seamless integration between the UX and UI teams. I create and maintain a comprehensive design system to ensure consistency, scalability, and efficiency across all projects.

I conduct user interviews and research with clients such as CVS, EY, Estée Lauder, and British Airways, gathering insights to design enterprise-grade features tailored to their specific needs. I also mentor two junior designers, guiding their growth, and play a key role in developing and enhancing the capabilities of the UX and UI teams.

Key skills and responsibilities:

- Lead the union of UX and UI teams, ensuring cohesive design strategies.
- Develop a scalable, consistent design system for enterprise-level projects.
- Conduct in-depth user research and interviews with clients.
- Design enterprise-grade features based on client needs and business objectives.
- Provide mentorship to junior designers, supporting their professional development.
- Drive the growth and learning of the UX and UI teams, aligning design practices with business goals.
- Collaborate closely with cross-functional teams to deliver high-quality, user-centered products.

July 2022 - September 2023
Proquo AI

Principal Product Designer

As an AI based brand management SaaS tool, Proquo AI needed a designer capable of understanding users who use analytic heavy tools and rely on clear data visualizations. With AI focused content, data explainability and trust was at the forefront of product thinking.

- Analyzing user data, user flows, and user journeys.
- Collaboration with cross-functional teams, including developers, product managers, and stakeholders.
- Hands on co-working with the front-end developers.
- Project Management, developing and propelling product strategy.
- Designing for accessibility (WCAG standards) and applying inclusive design principles.
- Marketing and Brand Management understanding.

○ May 2019 - July 2022

Various

UX/UI & Web Designer

During the pandemic I worked from home as a freelancer taking on jobs for website design, mobile app design (very high demand with smaller businesses struggling with online ordering during the time), illustration, brand styling and other UI/UX ad hoc consulting jobs.

I had to quickly adapt to the high demand. This experience required me to be a self-starter, taking full ownership of projects from client brief to final delivery. I learned to work independently, often managing multiple projects at once, balancing priorities, and adapting to fast-paced deadlines. Working in flexible timescales became second nature, as I needed to meet client needs, often with quick turnarounds, while maintaining high-quality results. This has sharpened my ability to work efficiently and thrive in dynamic, evolving environments.

○ September 2019 - May 2019

Obrizum

UX Designer

An AI powered eLearning platform for training professionals in the medical and pharmaceutical industries. I applied my skills as a front end developer for analytics based software and my academic scientific background.

User Research,

- Information Architecture
- Design System creation
- Documentation
- Prototyping in Sketch, Figma, Adobe XD)
- Front End Developing

○ September 2017 - September 2018

SAP

Front End Developer

An SAP consultancy. I was a front end developer with knowledge in coding and database management (SQL, Excel and C++). I was a junior consultant for their UI5 maintenance projects with clients like Jaguar, JCB and Deloitte.

Here I designed and developed CRM software, dashboards, reporting tools and data viz for complex analytics and metrics.

References

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Unily

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