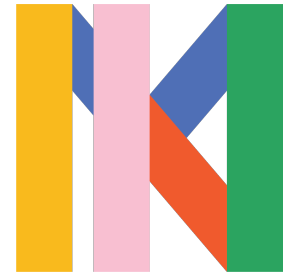


Martha Kelley

Senior Product Designer based in Albany, NY

Creative Senior Product Designer with 6+ years of experience turning **company goals** into **design solutions** for small to medium sized startups in NYC. I focus on understanding user needs, data analysis, and product strategy to develop effective solutions through systems thinking, design craft, and stakeholder collaboration.



EXPERIENCE

Senior Product Designer | Sep 2022 - Jul 2023

Artsy | New York, NY / Hybrid

- Created UX & UI design iterations in the internal CMS for gallery partners based on user needs, user research, & business goals.
- Mentored 2 junior designers, improved the design team ways of working through expanding the design system, upgrading & managing the Figma account, & defining the UX & UI design process.
- Created & conducted a week-long UX design sprint to quickly define new projects to fill my team's backlog from a user-centered perspective.

Senior Product Designer | Jun 2018 - Jun 2022

Skillshare | New York, NY / Remote

Product Designer | Mar 2020 - Feb 2022

Associate Product Designer | Sep 2018 - Feb 2020

Product Design Intern | Jun 2018 - Aug 2018

- Re-designed core features on the Core Learning Experience, Growth, & Discovery teams through big swings & small iterations.
- Pitched & designed A/B experiments that increased conversion & retention.
- Developed internal documentation around QA processes, UX/UI design processes & principles.
- Designed & conducted qualitative & quantitative User Research studies to inform UX design strategy.
- Presented to leadership & the full company many times.
- Participated in & won the hackathon in 2020.
- Onboarded senior designers & mentored junior designers.

Web & Graphic Designer | Nov 2016 - Jun 2021

Freelance | New York, NY

- Worked with individual clients to design, set-up & maintain Squarespace websites.
- Created branding style guides, logos, & social media graphics.

Freelance Product Designer | Nov 2016 - Sep 2018

SETTE Creative | New York, NY

- Worked with small business owners to re-design their digital products & implement new branding.
- Conducted user research, data analysis, & created presentations for clients.
- Created sitemaps, wireframes, hi-fidelity designs, style guides, & case studies.
- Provided ongoing website maintenance support internally.

CONTACT

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[linkedin.com/in/marthakelley1](https://www.linkedin.com/in/marthakelley1)

DESIGN TOOLS

Figma & Sketch

Adobe Creative Cloud

Notion

Miro

FigJam

Zeplin

HTML/CSS

DESIGN SKILLS

A/B Testing

Wireframing

Prototyping

Interaction Design

Visual Design

User Interviews

Usability Testing

User Surveys

Competitive Analysis

Workshop Design + Facilitation

Whiteboarding

Product Strategy

Information Architecture

User Flow Mapping

Presentation Design

EDUCATION

"Design To Be" Training

Fall 2021

MFA in Illustration

Fashion Institute of Technology, 2019

UX Design Certification

CareerFoundry, May 2016 - Nov 2016

BFA in Fashion Design

Fashion Institute of Technology, 2012

Honors: summa cum laude

Minors in Art History & Italian.