

Lynne Martin

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PRODUCT DESIGN LEADER

I am interested in deeply understanding user needs and behavior to create seamless, efficient, and delightful product designs while driving a user-centered product strategy. I inspire and mentor designers and researchers while fostering a culture of collaboration, innovation, and excellence.

EXPERIENCE

Vice President, User Experience

Jan 2021 - Oct 2023

Relay Network, Radnor, PA

Ensured that Relay's clients and their customers could effortlessly engage with our customer engagement solution and functioned as head of design during a critical phase of change in product direction

- Captured the CEO's vision for the future of Relay's B2B2C SaaS solution through interactive prototypes designed to inspire and create a shared understanding across the organization
- Based on this vision, combined with existing research and moderated user sessions and in close collaboration with Product Management and Software Development, redesigned and successfully launched the new Relay Feed - a mobile web application serving over 80 million users
- Built and led Relay's design team, including UX/UI designers and UX researchers
- DesignOps, including job descriptions, career ladders, performance reviews, recruitment processes, KPIs, team values, mission, and vision
- Led the evaluation and selection of a product analytics solution, delivering actionable insights within one week of installation

Director of UX Strategy

Nov 2018 - Jan 2021

eCity Interactive, Philadelphia, PA

Led design strategy for the agency and its mental health care, higher education, and non-profit clients, including workshop facilitation, user research, interaction design, information architecture, and rapid prototyping

- Provided new revenue streams through UX staff augmentation and design thinking services, leading to the acquisition of two new clients and a 12% increase in billable hours for two existing clients
- Increased organic growth by implementing Google's HEART framework after site redesign delivery, resulting in re-engagement post-launch as metrics degraded over time
- Provided discovery phase deliverables, accounting for over 50% of billable hours for the agency's average engagement, including kickoff meetings, stakeholder interviews, design sprints, audits of existing site performance (UX content and design, Google Analytics, SEO, and social media), competitive analysis, user interviews, and surveys, and presented findings and recommendations presentations to clients
- Provided information architecture and documented navigation and content hierarchies in wireframes of each unique page on the site
- Directed creative talent responsible for art direction, visual design, and branding

Senior Manager, User Experience

Apr 2015 - Aug 2018

SevOne, Inc., Philadelphia, PA

- Introduced UX strategy to a mature software company requiring a significant product redesign
- Grew and managed a team of UX talent
- Conducted cross-functional design reviews
- UX research and design to support a new reporting framework for managing and monitoring the world's largest network infrastructures
- When the reporting framework was released, customer survey results showed that 94% of participants assessed the overall ease of use as "Good" or "Very Good."

User Experience Architect

Oct 2007 - Mar 2015

IBM, Princeton, NJ

- Defined, refined, and directed user experience strategies for IBM Cloud Services, Guardium, and Optim solutions
- Conducted comprehensive user research, including interviews, surveys, and contextual observation to guide design strategies
- Produced design artifacts, including scenarios, personas, user flows, wireframes, and prototypes

CORE SKILLS

Accessibility, agile development, balancing business requirements and user needs with UX best practices, B2B, B2C, coaching, content design, content strategy, continual learning, critical thinking, design leadership, design research, design reviews, design sprints, design systems, design thinking, design trends, editing, empathy, end-to-end experience design, flexibility, generative AI, information architecture, interface design, mentoring, mockups, people management, performance management, personae, persuasion skills, presenting research insights and design rationale, product analytics, project management, prototypes, qualitative research, quantitative research, storytelling, style guides, systems design, task analysis, team management, UI design, usability testing, user journey maps, UX design, UX research, UX strategy, visual design, web design, workflows, workshop facilitation, writing, wireframes.

TOOLS

Confluence, Dovetail, Figma, FigJam, Google Analytics, Harvest/Forecast, InVision, Jira, Lookback, Miro, Monday, Mural, Optimal Workshop, Pendo, Sketch.

CERTIFICATIONS

[Product Analytics Certification](#), Pendo.io

AWARDS

IBM - Eminence & Excellence Award, Everyday Hero Award

EDUCATION

Associate of Arts (A.A.) - Visual Communications, Art Institute of Philadelphia

LINKEDIN PROFILE

<https://www.linkedin.com/in/lynnemartin/>