

Lynne Martin

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PRODUCT DESIGN LEADER

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

EXPERIENCE

Director, Product Design

NAVEX, Lake Oswego, OR (Remote)

May 2024 - May 2025

- Transformed a reactive design practice into a highly strategic product design function
- Led the design of AI-assisted features across products and the platform
- Created low- and high-fidelity designs in Figma for complex enterprise solutions
- Defined and implemented a product design strategy
- Enhanced the product planning process through cross-R&D collaboration
- Implemented a dual-track process to strengthen product discovery
- Established the team vision, mission, and values
- Designed the future vision for EthicsPoint (NAVEX's flagship product), focusing on enhanced platform services and AI features
- Enhanced recruiting and onboarding practices
- Developed and documented UX content guidelines
- Collaborated effectively with Technical Writing and Marketing teams to develop a UX content strategy for products

Vice President, User Experience

Relay Network, Radnor, PA (Remote)

Jan 2021 - Oct 2023

- Led design during pivotal product direction change, ensuring seamless engagement between clients and our customer engagement solution
- Translated the CEO's vision for a B2B2C SaaS solution through interactive prototypes that unified organizational understanding
- Redesigned and launched the new Relay Feed—a mobile web application serving 80+ million users—through close collaboration with Product Management and Software Engineering teams
- Established DesignOps framework including career development, performance management, and team culture
- Selected and implemented a product analytics solution, delivering insights within one week of installation

Director of UX Strategy

eCity Interactive, Philadelphia, PA (rebranded to Electric Kite)

Nov 2018 - Jan 2021

- Led design strategy for mental health care, higher education, and non-profit clients through all phases of discovery, including workshop facilitation, user research, interaction design, information architecture, and rapid prototyping

- Generated new revenue through UX staff augmentation and design thinking services, acquiring two new clients and increasing billable hours by 12% for existing clients
- Improved organic growth by implementing Google's HEART framework to monitor UX quality over time
- Delivered comprehensive discovery phase services, including stakeholder interviews, design sprints, performance audits, and user research, representing 50% of the billable hours for a typical client engagement
- Created information architecture and wireframes, documenting navigation and content hierarchies
- Managed the creative team, which provided art direction, visual design, and branding

Senior Manager, User Experience

Apr 2015 - Aug 2018

SevOne, Inc., Philadelphia, PA

- Introduced a user-centered design and research strategy at an established SaaS software company in advance of a significant product redesign
- Grew and managed the UX team
- Conducted UX research and design for a new enterprise network monitoring framework
- Achieved 94% positive user satisfaction ratings for the new framework's ease of use

User Experience Architect

Oct 2007 - Mar 2015

IBM, Princeton, NJ

- Led UX strategies for IBM Cloud Services, Guardium, and Optim solutions
- Conducted user research through interviews, surveys, and contextual observation
- Created design artifacts including scenarios, personas, user flows, wireframes, and prototypes

CORE SKILLS

Accessibility, agile, business-UX alignment, 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, generative AI, information architecture, interface design, mentoring, mockups, people management, performance management, personae, persuasion skills, presenting research insights and design rationale, 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, workflows, workshop facilitation, wireframes.

TOOLS

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

AWARDS

IBM - Eminence & Excellence Award, Everyday Hero Award

EDUCATION

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