

MARTA GRAVIER

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ABOUT ME

I'm a UX designer with a knack for problem-solving and a passion for using design as a tool for making the world a more equitable place. I currently work as a UX Designer with Hilton.

LANGUAGES

English, Spanish (Castilian), Tetun, Mandarin Chinese

EXPERIENCE

UX DESIGNER | MAY 2022 - PRESENT | HILTON

- Wireframing and sketching out design solutions for the booking and search user experience flows on Hilton.com
- Collaborating with developers, product managers, designers, engineers, and more to get aligned on strategy
- Increasing revenue and conversion in the booking funnel by iterating design, researching and testing solutions
- Prototyping user flows in Figma for user researchers to use in order to discover user pain points

UX DESIGNER | FEB 2022 - PRESENT | NETA COLLAB

- Collaborating with a remote first team to research, wireframe, and develop websites for agency clients
- Advising clients and team members on user-friendly design decisions to better serve organizational goals
- Using design to amplify Latinx voices, make a more accessible internet, and equitable digital experiences
- Wireframing websites using Figma, and using collaborative tools to reiterate designs asynchronously

CREATIVE LEAD | DEC 2020 - FEB 2022 | WARM ROBOTS

- Led and managed a team of subcontractors to create content for multiple client and agency projects
- Assessed client needs during onboarding calls and developing milestones to measure success
- Managed multiple projects in Asana and Trello in order to stay organized and ahead of schedule
- Developed high level webpage wireframes for brand clients, based on user and competitor research

UX DESIGNER | DEC 2020 - APR 2021 | NATIONAL COUNCIL OF URBAN INDIAN HEALTH

- Managed and updated the website with new events, pages, and general information clean up
- Oversaw website transition from current site to a more user-friendly, branded, and well-designed website
- Developed of new website sitemaps and UX web page designs using Rarchy and Figma
- Designed with our audience's needs in mind, with needs such as low levels of literacy, income, and healthcare

DESIGN STRATEGIST | AUG 2017 - SEPT 2019 | PEACE CORPS TIMOR-LESTE

- Spearheaded marketing portfolio for multiple product lines at the Bamboo Institute, increasing sales and customer awareness
- Redesigned website and increased traffic through social media profiles by target marketing and outreach
- Developed a marketing strategy to produce a clear and optimal target market, locally and internationally
- Created brochures and labeling that promote several lines of products and tell the organization's story
- Designed mini training manuals covering the topics of Facebook page management and creating content
- Monitored and evaluated effectiveness in marketing and social media campaigns through Google Analytics
- Developed partnerships with local businesses to create a market for bamboo handicrafts in Dili

SKILLS

INTERACTION

User Research

Interviewing Clients

Prototyping

User Flows

VISUAL

Brand Assets

Graphic Design

Wireframing

Sketching

SOFTWARE

Adobe Creative Suite

Affinity Suite

Jira

Figma

COLLABORATION

Microsoft Teams

Mural

FigJam

Slack