

Carlos Martínez

EXPERIENCE DESIGNER

13.11.1987 / B permit / Rue Tronchin 4, 1202 - Geneva, Switzerland
cmartinez.ch · holacarlosmartinez@gmail.com · (+34) 687 823 624



About me

- User-centric** With more than 8 years' experience as Experience Designer and similar roles, I'm a unique and versatile designer, passionately committed to envisioning experiences that can embrace our customers and users motivations.
- Data inspired** Shaping design methodologies inspired by the maturity of our company and the knowledge of our users.
- People first** Creating teams and cultures that work under a common purpose or vision. Promoting respect and an open ecosystem of innovation, in which everyone can have actionable ideas that lead to shared knowledge.

Work Experience

- Nespresso**
Lausanne, Switzerland
2017 - 2018
UX/UI Design Lead
Leading User Experience (UX) and Interaction (UI) design, my responsibilities were:
 - Set design directions for the Nespresso digital platforms (Website and Mobile Apps).
 - Provide mentorship to members of the UX team, constantly pushing their professional careers, and the maturity of design within the company.
 - Define, educate, and communicate the Nespresso UX/UI design methodology to other departments, teams, markets and agencies.We defined a Lean UX methodology, concluding in higher results in terms of NPS, better conversion rate and less time overall in user tasks. Installed the design system of the company based on new identity, increasing consistency over brand experience. At last, we redefined the digital experience of the subscription business model.
- SQLi Suisse**
Lausanne, Switzerland
2017 - 2018
Senior UX/UI Design Consultant
Clients: Nespresso, Dolce Gusto, Richemont, Nestlé Skin Health, MyStore.ch, Sicpa.
- Innocean Worldwide**
Madrid, Spain
2015-2017
Digital Art Director
2nd prize for best digital campaign of 2015
Clients: Kia, Hyundai, Ilaollao, Nationale-Nederlanden, LINE.
- D01**
Madrid, Spain
2013 - 2015
Digital Art Director
Clients: Santillana, Philips, Sony Playstation, SEUR, onthespot, Vision&co, Richmond.
- Toys R Us**
Madrid, Spain
2012 - 2013
Visual Designer - Lead Visual Designer
Ecommerce Department (Spain / Portugal)
My role was to bring together the brand in the digital ecosystem, creating a consistent digital experience from in-store to web.

Education

Nebrija University

Madrid, Spain
2006 – 2012

MSc, Computer Science with Diploma In Digital Design

Simultaneously to my education program, I had 2 work internships:

Selected for the "Training program for talented students" as UX Designer at Telefónica in Madrid, Spain. As well, I had the chance to work as Creative in the digital department at Saguez & Partners in Paris, France.

Languages

French

Basic working proficiency

Français Cours niveau B1 - Institute Français Madrid

English

Bilingual proficiency

Certificate in Advanced English - University of Cambridge

Spanish

Mother tongue

Korean

Elementary proficiency

Lived 4 years (1997-2001) in Seoul, South Korea - Seoul Foreign School

Additional

Awards

Second prize for best digital campaign of 2015 in Spain

Golden prize at the Ergonomie & Design category at Trophées du e-commerce France

Conferences

Ahlist 2012 Interdisciplinary Conference - HIT (Humanities Integration Technology) - Madrid, Spain

Memberships

Interaction Design Foundation

IxDA - International Interaction Design Association

Courses

UX Design (Top 10% in Class Distinction) - Interaction Design Foundation

Mobile User Experience Design (Top 10% in Class Distinction) - Interaction Design Foundation

Design Systems workshop - Brad Frost / Invision

Innovation & Creativity workshop - People Matters

Skills

User Research and testing

Focus groups - User interviews - Card sorting - Personas - User shadowing - Expert reviews - A/B Testing - Qualitative and quantitative testing - Remote user tests - 5 second tests - Actionable insights gathering.

Creativity and design methodologies

Ideation workshops - Design Thinking - Lean UX - Customer Journeys - Co-creation workshops - Interaction Design - IA - DesignOps - Design Systems - Visual design - Art direction - Sketch Invision - Adobe Creative Suite - Flinto - Principle.

Innovation and omnichannel strategy

Problem solving - Open innovation - Lean Innovation - Rapid Prototyping - Product design - Critical thinking - Innovation workshop facilitation - Service design - Customer experience - Branding and identity.