

Martina Peer

UX WRITING & DESIGN

I help lend a more human voice to delightfully designed digital products.

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☎ (970) 361-2734

SKILLS

User Experience Design (UX)
Copy + Microcopy
User Interface Design (UI)
User Research
Journey Mapping | User Flows
Wireframing | Prototyping
A/B + Usability Testing
HTML | CSS
Graphic Design
Branding

TOOLS

Figma | XD | paper and pencil
Adobe Creative Suite
WordPress + Divi

LANGUAGES

English
German

EXPERIENCE

FREELANCER | CONTRACTOR

Johnny Mustang | July 2014 – present

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- › UX writing, UX design, software testing, digital marketing, social media, e-comm, white label design for agencies, branding
 - › Small local to large international companies

GRAPHIC DESIGNER (IN-HOUSE)

Various local and international companies | June 2010 – October 2019

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- › Helped transition an outdated online shop into a state-of-the-art selling platform and improved user journey
 - › Product design, e-commerce, social media, B2B & DTC, digital marketing, apparel, print;
 - › Grew social media followers by 40% in only a few months
 - › Increased ski line sales by 33% in the first year through developing a streamlined design and simultaneously reduced production waste

EDUCATION

CERTIFICATE IN USER EXPERIENCE DESIGN

CareerFoundry | online | March 2021 – January 2022

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- › UX Design Course that explores the entire UX design process. The curriculum includes user research and testing, rapid prototyping, iterative design, interaction design, responsive design and visual design, and covers a range of tools like Figma, Balsamiq, Adobe XD, and more.
 - › Specializing in responsive apps and websites with a human-first approach, and Voice User Experience (Alexa).

BA OF ARTS | MARKETING AND GRAPHIC DESIGN

*University of Applied Sciences (FH Vorarlberg) Dornbirn, Austria
October 2008 – September 2011*

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- › A comprehensive, interdisciplinary program that aims to combine the theoretical and practical. Teaching methods, means and ways to find solutions for problems in the field of visual communications.
 - › Specialized in screen design, took user experience design classes;
 - › Bachelor thesis: Typography in Web Design (Redesign of a popular online lifestyle magazine)