Daniel Martin

danimartinmadrid06@gmail.com | New Haven, CT | Portfolio | LinkedIn

UX/UI Designer with experience in user research, interaction design, prototyping, visual design, and stakeholder collaboration.

Education

University of Connecticut, CT | May 2026
Bachelor of Fine Arts (BFA), Digital Media and Design (Web/Interactive Media Design)
Norwalk Community College, CT
Associate of Arts and Sciences (AAS), General Studies

Experience

Senior Project, University of Connecticut, CT | Aug 2025 - May 2026
UX/UI Designer

- Designed and prototyped a high-fidelity interactive app focused on local, inclusive community engagement
- Conducted user research through surveys and usability testing with 44 participants to identify navigation and community pain points
- Developed user personas, flows, wireframes, and high-fidelity mockups to support human-centered design
- Conducted competitive analysis to identify differentiation opportunities and refine the app's core feature set
- Presented interactive prototypes and design rationale to stakeholders, incorporating feedback throughout the design process and into successive updates

Agency, Client Project for Office of the Secretary of the State of Connecticut, CT | Jan 2026 - May 2026
Multimedia Team Lead

- Led creative direction for a civic engagement campaign focused on refreshing the Office's public-facing brand identity and increasing statewide outreach
- Led a team of 3 designers in developing digital assets, merchandise concepts, and an interactive engagement prototype
- Collaborated with university faculty and state stakeholders to communicate design concepts, gather feedback, and maintain project alignment

The Norwalk Art Space, CT | Jul 2025 - Dec 2025
Social Media & Marketing Assistant

- Designed and documented a social media workflow and content template system for future interns
- Partnered with the Marketing Director to align visual content with campaign goals and organizational messaging
- Created and published event-based digital content across multiple social media platforms
- Organized and maintained digital media assets and account information
- Researched audience and social media trends to inform original graphic content and strengthen brand presence

Skills

- UX/UI: User Research, Usability Testing, User Personas, Journey Mapping, Information Architecture, User Flows, Wireframing, Prototyping, Interaction Design, Mobile-First & Responsive Design, Accessibility, Competitive Analysis
- Tools: Figma, Adobe Creative Suite, HTML, CSS, JavaScript, VS Code, AI-Assisted Ideation & Coding (ChatGPT, Claude)
- Communication: Strategic communication, Leadership, Cross-Functional Collaboration, Public Speaking & Presentation
- Language: Fluent in English & Spanish