

# Amy Martens

 +44 07702 415343

[amy@amymartens.design](mailto:amy@amymartens.design)

[www.amymartens.design](http://www.amymartens.design)

Experienced Senior Product and UX/UI Designer (15+ years) based in East Sussex, England, specialising in B2B web applications across all devices, with experience in health, finance and marketing technology. I turn complex challenges into elegant, intuitive, user-centred solutions that drive business impact, whether that's a conversion focused journey or data-heavy tooling for business workflows. I'm proficient in Figma for UI design and prototyping at all levels of fidelity, as well as in building scalable, accessible design systems. I also leverage my front-end coding skills to prototype more deeply and ensure seamless handoff to engineering. I thrive in cross-functional teams, collaborating closely with product managers, engineers, and stakeholders to drive the end-to-end design process from initial research to shipped product with tangible, valuable outcomes.

## Experience

**Definition Health** Senior Product Designer (sole)

2y 4m, Dec 2022 - Present

### Online pre-operative assessment for NHS and private hospitals

- ◆ Established a new design system for both patient and clinician facing UI that resulted in major improvements to conformance with WCAG 2.2 accessibility guidelines and promoted consistency and reusability for more efficient delivery
- ◆ Led the design of a new internal tool for creating bespoke health questionnaires, speeding up the process of creation from needing months of costly engineering work to hours of non-technical staff time, resulting in valuable IP and more efficient processes for the business

**Wayflyer** Senior Product Designer, Onboarding

1y, Jan 2022 - Dec 2022

### Short-term flexible funding for eCommerce founders across the globe

- ◆ Designed changes to onboarding that resulted in a 25% increase in conversion rate and 38% decrease in support chat intervention rate
- ◆ Helped shape our design ops through evaluation of usability testing tools and piloting our selected tool (usertesting.com), establishing templates and guidance for other designers to use in their work
- ◆ Key contributor to FlyUI, Wayflyer's emerging design system. Working with the Lead Designer to make decisions on naming conventions, designing and documenting new components

**Pure360 (now Spotler)** Product Manager, Lead UX Designer

7y 10m, Apr 2014 - Jan 2022

### Email service provider for UK mid-market companies

- ◆ Supporting the marketing team with various initiatives to increase leads, doubling the number of demo requests with a redesign of the feature page on the marketing website

- ◆ Instrumental in design of new platform, drag and drop email editor and data analytics package which helped to secure our biggest ever customer, Reach PLC
- ◆ Maintained high G2Crowd rating for platform ease of use (9.2 / 10 as at Nov '21)
- ◆ Developed design patterns and guidelines, including Sketch library of shared components for fast and consistent prototyping. Established usability testing practices, coaching other designers in its application
- ◆ Covered Product Manager role for 7 months, overseeing the tail end of migration
- ◆ Promoted to Lead UX Designer after coordinating design team to deliver a major platform overhaul

**Crunch** Senior UI Designer & Front-End Developer

4y 6m, Nov 2009 - Apr 2014

### **Accounting software for UK freelancers, contractors and micro-businesses**

- ◆ Scaled up from being sole designer in a company size of ~8 to establishing a design team of 4 and > 100 employees overall, managing and prioritising workload across the design team
- ◆ As first design hire, grew the app from a few web pages to a mature and sophisticated product with consistently high user satisfaction by designing innovative features such as automated year end accounts, bank reconciliation and invoicing
- ◆ Supported marketing initiatives by delivering improvements to the website, including multivariate testing to discover the most effective content

**Domus** Website Designer & Developer

3y 7m, May 2006 - Nov 2009

### **Property sales and letting management software for UK estate and letting agents**

- ◆ Designed and developed database-driven websites and property detail PDF brochures for Estate Agents using HTML, JS, CSS
- ◆ Created paid add-ons to the main website such as Google Maps search results to generate additional revenue streams

## **Education**

**BSc Computer Science and Artificial Intelligence (2:1)**, University of Sussex, 2004

**A-Levels in Art & Design (A), English Literature (A) and Photography (A)**, Bexhill College, 2000