MARTA SIVERTSEN

I'm a designer with a lean towards UX and a secret crush on visual. It's my job to bring a whole slew of creative ideas and people together, solve complex problems, and come up with precisely crafted designs. Let's work together.

SKILLS

Design lead

User experience design

App, responsive web design

Project management

User Interface design

Usability testing Accessibility

Agile Development

Adobe Creative Suite

InVision, Principle, Protopie

Sketch, Figma

HTML, CSS

Prototyping

Collaboration

Detail focused

Hardworking

Quick learner

UX copywriting

Team builder Achiever

Self-starter

Flexible

EXPERIENCE

INTERACTION DESIGNER

Filter / Adecco . May 2018 - May 2020

- Led creative and holistic thinking for solutions and features on the Google for Nonprofits product
- Worked across ambiguous organizational boundaries to define, manage, design and deliver multiple projects
- Collaborated with UX Research to define research goals, develop and deliver user testing, analyze results, and communicate user insights that helped inform the product roadmap
- Collaborated with other UX teams across the larger org to implement key Google initiatives
- Worked with engineers, product managers, and other cross functional partners to iterate and optimize the UX
- Ensured that the UX process and deliverables were transparent and accessible to the team and stakeholders
- Organized processes and people in order to align on a UX vision that was cohesive, inclusive, and accessible

UX DESIGNER

PicMonkey . June 2015 - Oct 2017

- Led UX / UI design for the PicMonkey mobile app
- Designed initial release of mobile app as well as several large feature releases
- Set priorities for the mobile design team, working with stakeholders to help define the product roadmap
- Implemented UX processes to help cross-team collaboration and communication
- Supported and mentored other designers on the mobile team
- Made design a company wide effort, and brought transparency into the design process
- Created and led usability studies to discover ways to improve the product

UX DESIGNER

Getty Images . Aug 2012 - Jan 2015

- Led UX / UI Design for Image.net, Media Manager, and iStock iPad App
- Conducted and led user testing and research for Image.net
- Developed responsive design solutions for several areas on Gettyimages.com
- Created weekly work sessions where developers, designers, and product managers brainstormed and collaborated on feature solutions

PRODUCT DESIGNER

Filter . Dec 2010 - Dec 2011

- Designer on the MSN Mobile Experience Team, Microsoft, leading the MSN Mobile Weather Channel initiative
- Led designs from concept development through to final product delivery

EDUCATION

Seattle Central College

Associates Degree . 2010 Graphic Design

University of Washington

Bachelor of Arts . 2005 Interdisciplinary Visual Arts

