

# MARTHA ASSELIN

UX Designer · Project Manager · End-to-End UX

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## SUMMARY

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UX and project manager with 6+ years owning end-to-end design for digital products across health tech, e-commerce, and mission-driven organizations. Figma proficiency including component architecture, design systems, and production-ready assets. Experienced partnering cross-functionally with UX Research and Engineering to solve usability and accessibility challenges.

## EXPERIENCE

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### UX/UI Designer & AI Consultant · Freelance Practice · Oct 2023 - Present

- Owned end-to-end design process for Ourselves Health, a women's health wearable platform, leading user research, interaction design, and high-fidelity Figma prototypes while collaborating closely with founders and engineers on technical feasibility
- Drove 55% increase in client consultations by redesigning the end-to-end website experience, including conversion-focused landing flows and UX copy
- Maintain and extend complex Figma component libraries and design systems for multiple clients, ensuring scalable, accessible, and consistent UI across products
- Leverage AI-powered design tools including Figma Make to create and test design variations, analyze user flows, and accelerate iteration cycles
- Completed AI prompt evaluation and UX occupational assessment work contributing to LLM quality improvement for design-domain tasks

### UX/UI Designer & Project Manager · Mangala Shri Bhuti · May 2021 - Present

- Lead full-cycle membership site redesign including information architecture, wireframes, and high-fidelity prototypes, translating stakeholder and member needs into conversion-focused digital experiences
- Conduct first-party member research and present UX direction backed by survey data, driving alignment across content and leadership teams
- Manage project scope, timelines, and stakeholder communication across design and content workstreams, ensuring design decisions stay aligned with both user needs and business goals.

### UX/UI Designer · Green Chef · Jun 2019 - Oct 2020

- Redesigned customer onboarding and subscription management flows for a high-volume e-commerce platform, achieving 10% retention increase and 15-point NPS lift through data-driven, research-backed design decisions
- Sought and synthesized research feedback from users and stakeholders, translating insights and analytics into actionable design recommendations that improved key performance indicators
- Built and maintained a scalable design system with reusable components, creating clear dev specs and reviewing UI stories to improve design-to-development handoff efficiency by 20%
- Delivered educational presentations on UX best practices to cross-functional stakeholders including marketing, product, and operations

## SKILLS

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### UX Design & Prototyping

High-fidelity prototyping, interaction design, Figma, Figma Make, mobile-first & responsive design, design systems, UX writing, accessibility (WCAG)

### Customer Journey & Conversion

End-to-end journey mapping, conversion flow design, onboarding optimization, A/B testing, heuristic evaluation

### Research & Stakeholder Alignment

User interviews, usability testing, first-party customer research, persona development, competitive analysis, data analysis, stakeholder presentations

### AI & Workflow Tools

Claude.ai, ChatGPT, Google Workspace AI, Figma Make, Relume, AI workflow design, coaching non-technical users

## EDUCATION

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**UX Design Certificate** · General Assembly, Denver CO

**BA in Psychology** · Concentration: Mindfulness-Based Art Therapy · Western Washington University