

Gini Martinez

Accomplished small business owner entering the field of UX Research currently seeking employment opportunities while pursuing User Experience Master's degree.

EDUCATION

Claremont Graduate University, Claremont, CA
MA Candidate Applied Cognitive Psychology: User Experience Research

ANTICIPATED COMPLETION - MAY 2023

Pitzer College, Claremont, CA
BA Psychology

AUGUST 2020 - FEBRUARY 2022

Mt. San Antonio College, Walnut, CA
AADT Psychology, AA Kinesiology

FEBRUARY 2018 - FEBRUARY 2020

EXPERIENCE

F POWRD AUDIO, Los Angeles, CA — Intern

AUGUST 2022 - PRESENT

- Designed and executed in-depth interviews to better understand the problems users face, validate target market, map users' goals onto jobs to be done, and develop a proto-persona
- Conducted guerrilla research to ascertain users' attitudes and behaviors, allowing us to eliminate market segments
- Conducted a competitive analysis to identify top direct competitors and market opportunities, which led to actionable insights for strategically providing value to both users and the business
- Designed mixed methods survey to validate target market attitudes and behaviors
- Ran a value proposition canvas workshop with stakeholder to ideate customer profile and value proposition, and assess product-market fit, which generated items to test via user survey
- Proactively created a repository of research for ease of future reference
- Communicated research findings to stakeholder through formal presentations, which directly impacted product development, deepened their understanding of users and enhanced buy-in

Drucker School of Management, Claremont, CA — Consultant

AUGUST 2022 - SEPTEMBER 2022

- Collaborated with cross-disciplinary student team members to conduct competitive analysis of local competitors to recommend digital marketing strategy improvements to stakeholders
- Communicated research findings in weekly informal team meetings with stakeholder

Rock What's Yours, West Covina, CA — Small Business Owner

FEBRUARY 1998 - FEBRUARY 2018

- Private and Group Pilates Instructor, Teacher Trainer
- Created professional development curricula
- Facilitated workshops for 20+ people
- Maintained weekly web articles, newsletters, and social media presence
- Managed day-to-day scheduling, marketing, maintenance, and bookkeeping
- Volunteered expertise at local elementary and high schools
- Pioneered remote private instruction curricula
- Created ebooks, workbooks, and multimedia content

LA Dodgers Pitcher, Los Angeles, CA — Private Pilates Instructor

JUNE 2016 - SEPTEMBER 2016

- Facilitated post-rehabilitative process after Tommy John surgery during MLB season
- Provided athlete detailed workout notes and communicated athlete's progress to staff

UX PUBLICATIONS

NOVEMBER / DECEMBER 2022

- Author: Martinez, Gini. *Why Conducting UX Research Is Essential for Product and Content Usability*. *Intercom: The Magazine of the Society for Technical Communication*. 2022; 69(6): 11-13.

Los Angeles, CA
linkedin.com/in/ginimartinez/
ginimartinez.com/portfolio/

SKILLS

User Interviews
Usability Testing
Competitive Analysis
Jobs to be Done
Personas
Card Sort
Storytelling
Survey Development
Foundational Research
Evaluative Research
Design Thinking
Journey Mapping
Guerrilla Research
Communication
Public Speaking
Workshop Facilitation
Stakeholder Management
Qualitative Analysis
Quantitative Analysis
Cognitive Psychology

TOOLS

R
SPSS
Qualtrics
Figma

RESEARCH CONFERENCES

HTTC Student Conference
UCI, Oral Presenter
2020

SCCUR Student Conference
CSUSM, Oral Presenter
2019

AWARDS

New Resources Scholar
2020-2021

Osher Foundation Scholar
2020-2021

Students of Distinction
2020

1st Place, Speak-A-Rama June
2019

CERTIFICATIONS

**Social and Behavioral Responsible
Conduct of Research**
CITI ID #44766623