

Gini Martinez

Mixed-Methods UX Researcher and former small business owner seeking opportunities in healthcare that prioritize human-centered design.

Los Angeles Metropolitan Area
[linkedin.com/in/ginimartinez/](https://www.linkedin.com/in/ginimartinez/)
ginimartinez.com/portfolio/

EDUCATION

MA Applied Cognitive Psychology for User Experience Research
Claremont Graduate University, May 2023

BA Psychology
Pitzer College, February 2022

AA Psychology, AA Kinesiology
Mt. San Antonio College, February 2020

EXPERIENCE

UX Research Lab Manager | May 2023 – Present

CGU Games & Interactive Technology Lab | Hybrid

- Facilitate bi-weekly sprint retrospectives with lab teams to refine processes and enhance productivity.
- Collaborate weekly with the lab director to assess the effectiveness and impact of lab projects, and strategize improvements.
- Mentor students in methodologies, tools, and best practices.
- Cultivate mutually beneficial partnerships with external collaborators.

UX Research Intern | June 2023 – October 2023

Inland Empire Health Plan | Hybrid

- Designed, analyzed surveys with sample sizes ranging from 30-500+ participants, to improve customer experience and product satisfaction.
- Managed cross-functional relationships while conducting User Acceptance Testing of a 100+ page enterprise website.
- Developed strategic roadmap, identified appropriate methodologies and target metrics for remote usability testing of a live website.
- Conducted in-depth competitor audits, transforming findings into actionable insights to directly shape the design of a new product.
- Performed competitive audits and user interviews to recommend and procure a suitable platform for user research across digital products.

Lead UX Researcher | March 2023 – August 2023

CGU Games & Interactive Technology Lab | Hybrid

- Ran sprint planning meetings to establish project goals, prioritize tasks, and align team members on deliverables and timelines.
- Managed project workflows and comprehensive backlog tracking in Jira to facilitate project planning and execution.

TECHNICAL SKILLS

Research Operations
Usability Studies
Survey Design
User Interviews
Data-Driven Personas
Qualitative Analysis
Journey Mapping
Jobs to be Done
Card Sort
Generative Research
Evaluative Research
Design Thinking
Multiple Regression
ANOVA
T-test
Public Speaking
Workshop Facilitation
Scrum
Cognitive Psychology

INTERPERSONAL SKILLS

Collaboration
Mentoring
Stakeholder Management
Written Communication
Verbal Communication
Problem Solving
Empathy

TOOLS

R
Figma
Qualtrics
Confluence
Dovetail
AEM
Jira

Volunteer UXR Coordinator | January 2023 – March 2023

World IA Day Los Angeles | Hybrid

- Planned, facilitated affinity mapping workshop for 100+ attendees.

UX Research Intern | August 2022 – February 2023

F POWRD AUDIO | Remote

- Delivered influential presentations to drive product development and gain stakeholder buy-in.
- Led value proposition workshop to generate customer profiles and assess product-market fit, shaping survey content.
- Designed a survey to validate target market attitudes and behaviors.
- Proactively created a research repository for future reference.
- Conducted competitive analysis to uncover market opportunities and actionable insights.
- Performed guerrilla research leading to market segment elimination.
- Designed and conducted in-depth interviews to understand user problems, validate use cases, map user goals to jobs to be done, and develop proto-personas.

Research Consultant | August 2022 – September 2022

Drucker School of Management | Remote

- Conducted analysis of local competitor social media presence to recommend digital marketing strategy improvements.
- Presented findings in weekly meetings with stakeholders.

Small Business Owner | February 1998 – February 2018

Rock What's Yours | Hybrid

- Designed mind-body digital products and multimedia content.
- Designed, facilitated professional development for 20+ attendees.
- Maintained blog, newsletter, and social media with 1500+ followers.
- Facilitated post-rehab for LA Dodgers pitcher during 2016 MLB season.
- Provided cross-training for USMNT during the 2013 preseason.
- Volunteered expertise at local schools for groups of 20+ students.

UX PUBLICATIONS

July / August 2023

- Author: Martinez, Gini. **Using Empathy to Reframe Conflict and Overcome Obstacles to Collaboration.** *Intercom: The Magazine of the Society for Technical Communication.* 2023; 70(4): 15-19.

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.

RESEARCH CONFERENCES

Oral Presenter

HTTC Student Conference
UC Irvine — 2020

Oral Presenter

SCCUR Student Conference
CSU San Marcos — 2019

AWARDS

New Resources Scholar

2020-2021

Osher Foundation Scholar

2020-2021

Students of Distinction

2020

1st Place, Speak-A-Rama

2019

CERTIFICATIONS

Social and Behavioral Responsible Conduct of Research

CITI ID #44766623