

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/
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 Researcher | March 2023 – Present

CGU Gaming & Interactive Technology Lab | Hybrid

- Expert evaluation of digital products based on cognitive theory
- Research planning

Volunteer Coordinator | January 2023 – March 2023

World IA Day Los Angeles | Hybrid

- Facilitated affinity mapping workshop for 100+ attendees
- Managed communications and relationship with venue hosting the event
- Coordinated with vendors to provide catering for 100+ attendees

UX Research Intern | August 2022 – February 2023

F POWRD AUDIO | Remote

- Designed and executed in-depth interviews to better understand the problems users face, validate use cases, 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 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 future reference
- Communicated research findings to stakeholder through formal presentations, which directly impacted product development, deepened their understanding of users, and enhanced buy-in

TECHNICAL SKILLS

User Interviews
Survey Design
Qualitative Analysis
Jobs to be Done
Personas
Card Sort
Usability Testing
Foundational Research
Evaluative Research
Design Thinking
Multiple Regression
ANOVA
T-test
Competitive Analysis
Public Speaking
Workshop Facilitation
Cognitive Psychology

INTERPERSONAL SKILLS

Collaboration
Storytelling
Stakeholder Management
Written Communication
Verbal Communication
Problem Solving
Empathy

TOOLS

R
Figma
Qualtrics
Condens
Mural

Research Consultant | August 2022 – September 2022

Drucker School of Management | Remote

- 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

Small Business Owner | February 1998 – February 2018

Rock What's Yours | Hybrid

- Created mind-body digital products and multimedia content
- Designed and facilitated professional development workshops for 20+ attendees
- Maintained weekly blog, newsletter, and social media presence with 1500+ followers
- Facilitated post-rehab process after surgery for LA Dodgers pitcher during 2016 MLB season
- Provided supplemental cross-training for USMNT during the 2013 preseason
- Managed day-to-day scheduling, marketing, maintenance, and bookkeeping
- Volunteered expertise at local elementary and high schools for groups of 20+ students

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.

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