**Courtney Louise Martin | Digital Designer**

Minneapolis, MN • cl.martinart@gmail.com •

[Web/UX/Frontend Development Portfolio](https://clmartindesign.com/) **•** [Github](https://github.com/cloumartin)

**Experience**

**Owner/Freelancer,** CL Martin Fine Art + Design, LLC**,** Minneapolis, MN, 2007-Present
• Providing services as freelance web & UX/UI designer/front-end developer and engage with clients to devise project

plans like research, create user personas, mockups, wireframes, user flows, style guides, branding, data guides, prototypes, mobile first sites and include necessary changes as per requirement.
• Lead UX Designer for Minneapolis Community and Technical College’s Design Class of 2021 webpage.
• Establish a business from the ground up and oversaw multiple aspects including operations, management,
and day-to-day finance procedures to ensure business success.

• Deliver services to A+E networks and created multiple illustrations for key historic figures related to a “Biography” series. Worked with Creative Director and Associate Art Director to develop character designs and make illustrations for A+E networks featured on streaming platforms such as Netflix, Apple TV, Hulu, and Amazon Prime.
• Freelance professional artist, illustrator and visual designer for 10 years
• Communicate with clients and stakeholders to share portfolios and artwork as well as make necessary changes as per client specifications to uplift customer satisfaction.
• Streamline operations, manage budget, and create production schedules to enhance productivity.

**Social Media Manager,** Board of User Experience Professionals Association MN**,** Minneapolis, MN, 1/2022-Present

• Re-design social media graphic assets • Manage community social media channels • Promote upcoming UXPA-MN events through social media • Respond to and communicate with members via social channels • Post live updates during events

**Social Media Consultant,** Sergei Polunin (Ballet Dancer)**,** London/Moscow/Minneapolis, MN, 2013-2016

• Managed social media campaigns on diverse social platforms including Facebook, VK, Instagram, and Twitter to increase client engagement and penetrate different market segments.
• Promptly addressed social media inquiries and communicate with online audiences to increase fan base. Curated editorial content to expand channel growth and enlarge audience base.
• Increased Instagram follower by 30,000 to 40,000 through effective engagement and consistent postings.

**SKILLS**

User Experience & User Interaction Design | Cross-platform Design | [Empathy & Compassion](https://www.credly.com/badges/a21eb0a9-7b9a-4c4c-bcea-fbaa7a09edf7) **|** Mobile-First Design | Human Centered Design | Responsive Design| Project Management | Team Leadership | Team Player | Self Starter | Quick Learner | Optimization & Navigation | Client Engagement | Graphic & Visual Design | Detail Oriented | Web Content Accessibility Guidelines (WCAG) 2.0 | Analytics

**Technology**

HTML5 | CSS3 | Bootstrap | JavaScript | jQuery | JS Vue | React

**Software**

Adobe Creative Suite: Photoshop, InDesign, XD, Illustrator | Figma | Axure | Sketch | MailChimp | Analytics | GitHub | Scrum Agile Method | Trello | Mac OS X | Word | PowerPoint

**Platforms**

Wordpress.org | Mailchimp | AWeber | Shopify | WooCommerce | Wix | Squarespace | Etsy | Twitter | Facebook | Instagram | VK (VKontakte)

**Education and Credentials**

**AAS** i**n Web Design and Front-End Development** | Minneapolis Community and Technical College, Minneapolis, MN, 2021, 4.0 gpa
**Bachelor of Fine Arts in Painting** |Minneapolis College of Art and Design, Minneapolis, MN, 2004
**Certifications:** Certified Core Graphic Designer |Certified Web Designer & Front-end Developer | Certified Print Media Core Designer