

# Kara Martin

## UX/UI DESIGNER

Proactive and strategic leader who has evolved from a hands-on design role to a management position, excelling in mentorship and inclusivity to boost productivity and team morale. Demonstrated ability to overcome challenges in managing a global team by implementing effective communication strategies and fostering team collaboration.

### Work Experience

#### **onsemi**

Corporate Global Website Senior UX/UI Manager

Scottsdale, AZ

3/2022-3/2025

- Managed a global team of 10 designers and developers, based in the US (Arizona), Czech Republic, China, and India
- Led the company website redesign in August 2021, and enhanced the user experience and brand visibility
- Managed multi-organization, large-scale, website-related projects
- Mentored interns and new hires, fostering their development and integrating them into the team's process and workflow
- Collaborated with marketing leadership team to align strategy and goals for product and solution promotion
- Planned yearly website project roadmap

#### **onsemi**

Corporate Global Website Senior UX/UI Designer

Phoenix, AZ

3/2019-3/2022

- Created the first company web design system
- Completed a 6-month UX Bootcamp with University of Arizona
- Evaluated and implemented third-party tools and vendors to support the team's goals and work efficiency

#### **ON Semiconductor**

Corporate Global Website UX & Graphic Designer

Phoenix, AZ

7/2017-3/2019

- Designed and developed website content and updates

#### **International Academy of Collaborative Professionals (IACP)**

Web and Graphic Designer

Phoenix, AZ

7/2015-7/2017

- Managed organization website design and development
- Designed event collateral for annual forum, quarterly journal, and e-newsletter

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**480-593-4541**

Mesa, Arizona

### Skills

#### **Tools**

Adobe Creative Suite (Photoshop, Illustrator and InDesign)

Figma

Workfront

UserTesting

Brightcove

MediaValet

Deque Axe DevPro

#### **Programming**

HTML, CSS, Bootstrap

#### **Evaluative**

Competitive Analysis, User Interviews, Surveys, Heuristic Evaluation, Usability Testing, Prioritization Matrix, Data Analytics

#### **Generative**

SEO & GEO, Personas, Journey Mapping, User Flows

### Education & Training

#### **University of Arizona**

UX/UI Design Bootcamp Online

11/2020-6/2021

#### **School of Visual Arts**

Bachelor of Fine Arts Photography  
New York, NY