

Kara Martin

Senior User Experience (UX/UI) Design Leader

Strategic design leader creating best-in-class user experiences while driving business initiatives for consumer-facing digital product design. Excelling in mentorship and inclusivity of junior designers to boost productivity and team morale. Proven track record in managing global teams, implementing effective communication strategies, and fostering collaboration. Expertise in brand-driven projects, strategic storytelling, and problem-driven frameworks.

Work Experience

onsemi

Sr. UX/UI Design and Development Manager, Corporate Global Website

Scottsdale, AZ

3/2022-3/2025

- Managed global team of 10 designers, UX researchers, and developers, based in Arizona, USA, the Czech Republic, China, and India
- Collaborated with internal organizations to align cloud-based company technical tools with the corporate website design system
- Business owner for multi-organization, large-scale, web-related projects from planning to execution
- Planned yearly website project roadmap that included all user experience research and testing, design, development, and implementation timelines, resources needed, and launch date for each project by quarter
- Collaborated with marketing leadership team to align strategy and goals for product and solution promotion with website project roadmap
- Mentored interns and new hires, fostering their development and integration into the team's process and workflow

onsemi

Sr. UX/UI Designer and Developer, Corporate Global Website

Phoenix, AZ

3/2019-3/2022

- Built first company web design system using Figma
- Built first UX Research and Testing Program within marketing
- Led research, development and implementation of all web-related accessibility initiatives within marketing
- Led the company website redesign in August 2021, enhancing the user experience and brand visibility
- Evaluated and implemented third-party tools and vendors to support the team's goals and work efficiency

Portfolio Website

kara.martin.udx@icloud.com

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

ON Semiconductor**Web Designer and Developer, Corporate Global Website**

Phoenix, AZ

7/2017-3/2019

- Designed and developed website graphics, 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