

# 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.uxd@icloud.com](mailto:kara.martin.uxd@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