Kara Martin
Senior User Experience (UX/UI) Design Leader
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SUMMARY

Senior UX Design Leader with 10+ years owning UX for global, high-traffic corporate web experiences in the semiconductor and professional services space. Managed distributed teams of designers, researchers, and developers across the US, Europe, and Asia, delivering measurable gains in conversion, accessibility, and delivery speed. Built and scaled onsemi's first Figma-based design system and UX research program, and led a full-site redesign that improved key engagement and business KPIs. Known for turning ambiguous business goals into clear UX roadmaps, aligning cross-functional stakeholders, and coaching designers to high performance.

EXPERIENCE

Sr. UX/UI Design & Development Manager, Corporate Global Website
onsemi — Scottsdale, AZ | 03/2022 – 03/2025

Owned UX strategy, design, and front-end development for the corporate global website; managed a distributed team of 10 designers, UX researchers, and developers based in the US, Czech Republic, China, and India.

- Led a multi-year web roadmap of ~5 major initiatives per year (product pages, solution hubs, campaigns), contributing to a 2.5% increase in marketing qualified leads / content downloads and 12% lift in sitewide engagement (pages/session and event completions).
- Evolved and governed the Figma-based design system to support 100+ reusable components and patterns across four regions, reducing page design time by ~30–40% and significantly cutting UX and visual inconsistencies (as measured in design QA).
- Established a UX research and testing practice (UserTesting, surveys, analytics) running 20+ studies annually; insights reduced task failure on critical journeys and directly informed prioritization of high-impact roadmap items.
- Led UX/UI design and user flow for website Technical Support AI Assistant. Launched an initial limited release for top-tier customers in 2024, with 16% of those visitors engaging with the assistant.
- Led web accessibility initiatives using Deque Axe DevPro, further reducing remaining critical WCAG 2.1 AA violations by ~95% and improving automated accessibility scores, lowering legal and compliance risk.

- Collaborated with Marketing leadership, Business Units, IT, and Sales to align the website roadmap with GTM and brand initiatives, securing on-schedule delivery of ~10 significant campaigns and launches annually.
- Partnered with Marketing, Technical Applications, Campaigns, IT, and Sales to build and implement recommended and personalized content experiences across key journeys.
- Implemented standardized workflows for intake, design, review, and dev handoff (Workfront + design rituals), improving on-time delivery rate to 98%+ and reducing average design-to-dev cycle time by 25%.
- Hired, onboarded, and mentored interns and new team members; defined processes and expectations that shortened ramp-up time by 30% and improved team satisfaction.

Sr. UX/UI Designer & Developer, Corporate Global Website
onsemi — Phoenix, AZ | 03/2019 – 03/2022

Senior IC responsible for UX, UI, and front-end development for the global corporate website, with emphasis on scalable systems, research, and accessibility.

- Directed the end-to-end redesign of the corporate website (launched August 2021), improving lead-to-conversion by 19%, reducing bounce rate on high-value product/solution pages by 15%, and increasing organic traffic by 1.5%.
- Built onsemi's first web design system in Figma, consolidating fragmented styles into a centralized component and template library; reduced design rework by ~35% and cut average page creation time from 10 days to 7 days per request.
- Launched the UX Research & Testing Program within marketing, defining methods for benchmarking, competitive analysis, usability testing, and surveys; findings directly informed page layouts and flows, increasing page interaction rates by 20%.
- Led research, design, and implementation of web accessibility improvements, collaborating with internal stakeholders and Deque Axe DevPro; reduced total accessibility-related issues by 96% and moved the site significantly closer to WCAG 2.1 AA compliance.
- Co-led the global website redesign delivery across discovery, IA, wireframes, visual design, and implementation; the new experience increased time on key product/solution pages by 12% and decreased user confusion (measured via support tickets/feedback) by 4.5%.
- Evaluated and integrated third-party tools (Workfront, UserTesting, Digital asset management, and video hosting) that streamlined workflows and contributed to a 28% reduction in turnaround time for campaign and content updates.

Web Designer & Developer, Corporate Global Website
ON Semiconductor — Phoenix, AZ | 07/2017 – 03/2019

Designed and developed responsive web content and UI for the corporate website, supporting global product and marketing initiatives.

- Delivered UX/UI designs and front-end implementations for 1000+ pages and components, improving visual consistency and brand alignment across global sites.
- Partnered with marketing, business units, and content stakeholders to create data-informed templates and layouts that improved engagement on targeted pages by 10%.
- Monitored site analytics and user feedback to identify UX issues; optimized layouts and interactions, improving load performance (time to interactive) and task success rates on key pages by ~20%.

Web & Graphic Designer
International Academy of Collaborative Professionals (IACP) — Phoenix, AZ | 07/2015 – 07/2017

Owned end-to-end design and maintenance of the organization's website and event-related collateral.

- Managed the design, structure, and content updates for the IACP website, improving navigation and content discoverability; increased visit-to-registration conversion for the annual forum by 12%.
- Designed and produced event collateral (annual forum materials, quarterly journal, e-newsletters) that supported member engagement and contributed to 11% year-over-year growth in event registrations.
- Streamlined the review and approval process for marketing materials, reducing revision cycles and turnaround times, while maintaining brand and quality standards.

SKILLS

Leadership & Strategy
Design team leadership · UX strategy & vision · Roadmap planning · Stakeholder alignment (Marketing, Product, IT, Engineering) · Design operations & process improvement · Design system governance · Accessibility advocacy

UX & Product Design
Interaction design · Information architecture · Design systems · Responsive web design · Accessibility (WCAG 2.1) · UX research planning & synthesis · Usability testing (remote & in-person) · Journey mapping · Personas · User flows · Heuristic evaluation · Data-informed design

Tools
Figma · Adobe Creative Suite (Photoshop, Illustrator, InDesign) · Workfront · UserTesting · Deque Axe DevPro · Brightcove · MediaValet

Technical (Supporting)
HTML · CSS · Bootstrap

EDUCATION & TRAINING

UX/UI Design Bootcamp
University of Arizona — Online | 11/2020 – 06/2021

Bachelor of Fine Arts, Photography
School of Visual Arts — New York, NY