

Bianka Martinez

UX/UI DESIGNER/DIGITAL STRATEGIST

✉ Bianka.y.m87@gmail.com

📍 Baltimore, MD Area

PROFILE

Empathy-driven UX Designer and Front-End Developer with a background in psychology, client advocacy, and visual marketing. Proven ability to translate complex user frustrations into intuitive, accessible digital solutions. Adept at navigating high-stakes customer environments, conducting deep-dive discovery, and building a foundational understanding of front-end code to ensure seamless design-to-developer handoff.

SKILLS

Professional
Graphic Design
UI/UX Design
Web Design

EDUCATION

B.A. in Women's Studies
Minor in Spanish
Linguistics
The Ohio State
University 2005-2010

Google- UX Design
Professional
Certificate
earned May 2026

Meta-Intro to Front-End
Development certificate
earned May 2026

Adobe-Social Media
and Content Strategy
Earned May 2026

Adobe- Design
Fundamentals with AI
Earned May 2026

EXPERIENCE

UX Designer (Freelance) | March 2026-Present

- Spearheaded the digital redesign of an antique and furniture restoration business, focusing on mobile inquiry flows and an editorial gallery layout.
- Conducted user discovery and rapid wire-framing to overhaul the booking system, implementing modal scirms and interactive components to improve user engagement.

Insurance Account Rep | April 2022-March 2026

Chuck Morgan State Farm

- Conducted deep-dive user discovery with hundreds of clients to uncover underlying pain points, translating complex insurance policies into clear, accessible solutions.
- Spearheaded local marketing initiatives, including designing promotional fliers, building a local online presence, and coordinating small business pop-up events.
- Successfully planned, budgeted, and executed customer appreciation events to drive brand engagement, community outreach, and client retention.
- Utilized quantitative risk data and qualitative user interviews to advocate for custom coverage packages, consistently balancing user needs with business goals.

Administrative Assistant | June 2021-September 2021

MCAEL

- Information Architecture: Reformatted complex legacy document systems to optimize digital data collection and streamline administrative user workflows.
- Managed financial documentation, reconciled bank statements, and crafted targeted donor-facing communications with a strict attention to detail.

Mental Health Technician | U.S. Air Force Reserve October 2011-2017

- User Research & Empathy: Administered structured group therapy and behavioral assessments, mastering the art of active listening, behavioral observation, and psychological analysis.
- Synthesized and documented complex psychological data for medical providers under strict HIPAA compliance regulations.