

Lynne Martin

User Experience Architect

Extensive experience in leading lean UX strategy and implementation to deliver world-class design solutions for high-tech firms including HP, SAP and IBM.

EXPERIENCE

Elsevier, Philadelphia, PA — UX Lead

SEPTEMBER 2018 - PRESENT

Lead UX activities for a greenfield development effort of a patient education delivery system for use in clinical environments. Responsibilities include design sprint facilitation, user research, interaction design, rapid prototyping, and usability testing.

SevOne, Inc., Philadelphia, PA — Senior Manager User Experience

APRIL 2015 - AUGUST, 2018

Introduced UX strategy and research to a mature software company requiring a major redesign of the product. Instituted a user research and testing program providing continuous customer involvement in our design process. Managed a UX team whose responsibilities included user research, interaction design, prototyping, and usability testing.

IBM, Princeton, NJ — User Experience Architect

OCTOBER 2007 - MARCH 2015

Defined, refined and directed user experience strategies for IBM Cloud Services, Guardium and Optim solutions. Conducted comprehensive user research, including interviews, surveys, and contextual inquiry to assist in guiding design strategies. Produced design artifacts, including scenarios, personas, user flows, wireframes, and interactive prototypes.

Princeton Softech, Princeton, NJ — User Experience Architect

JANUARY 2007 - OCTOBER 2007 (Acquired by IBM)

Developed, introduced, and trained ground-up usability best practices to a veteran software team. Created various process improvement functions, including UI checklists for unit testing, a UI design pattern library, and usability defect categories.

SAP AG / TEK Systems, Newtown Square, PA — Web Designer

MARCH 2004 - JANUARY 2007

Provided web design for SAP.com. Conducted design sessions and presented design solutions to teams and management. Served as lead designer on key projects including multiple site redesigns.

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SKILLS

User research
Interaction design
Wireframes
Rapid prototyping
Usability testing
Design sprints

AWARDS

Eminence & Excellence Award
IBM

Everyday Hero Award
IBM

**President's Club Honor
Recipient**
Princeton Softech

Optim Circle Award
Princeton Softech

PUBLICATIONS

**A Unique Approach to
Software Usability**
UX - The Magazine of the
User Experience Professionals
Association, Q4 Edition, 2012

McNeil Consumer & Specialty Products/TEK Systems, Fort Washington, PA — *Web Application Interface Designer*

DECEMBER 2003 - MARCH 2004

Interfaced with development and project management to implement a sleek and highly usable interface for an intranet portal. Executed front-end web development using various web development tools. Demonstrated prototypes to key stakeholders and captured feedback.

Hewlett-Packard Company, Mount Laurel, NJ — *Web Designer*

JANUARY 2001 - DECEMBER 2003

Produced HTML and CSS for a multi-channel web services portal. Executed functions related to usability, accessibility, and localization/internationalization for software development teams.

EDUCATION

Art Institute of Philadelphia, Philadelphia, PA — *Associate's Degree, Visual Communications*

1983 - 1985