

RUTH.

ruth-a-martin.com

415 238 1079

EDUCATION

The Art Institute of California — San Francisco Mar 2011
Bachelor of Science, Web Design and Interactive Media

The Art Institutes Study Abroad Program Jan 2009 - Mar 2009
UI redesign for Axel Springer Digital TV Guide, Berlin, Germany

Pennsylvania College of Art and Design Sep 2001 - Dec 2003
Coursework in Fine Art and Graphic Design

AWARDS

Best Portfolio — Web Design and Interactive Media Mar 2011
The Art Institute of California - San Francisco

EXPERIENCE

Yahoo Mar 2013 - Present
yahoo.com, San Francisco & Sunnyvale, CA

Experience Designer

Android Designer — Mobile and Emerging Products
Yahoo App, Messenger, Flickr

Experience Designer — Communications
Flickr

Design Associates Program
Mentor, designer, and program planning consultant

RadiumOne Oct 2011 - Feb 2013
radiumone.com, San Francisco, CA

User Experience Designer

Facilitated rebranding, redesign and transition of PicBounce to Via.Me after Focal Labs was acquired by RadiumOne

Iterative UI design of Via.Me web and mobile apps across web, iOS, and Android platforms

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EXPERIENCE (CONT.)

Agile feature UI/UX design and iteration based upon user testing and client feedback

Collaborate with developers and product team to conceptualize new features

Design marketing collateral for web ads, email blasts, and blog posts

Employed and worked with contractors and interns to aid in redesign concepts and production design work

Focal Labs Apr 2011 - Oct 2011

focallabs.com, San Francisco, CA

User Interface Designer

Hightened company awareness through in depth competitive analysis

Increased brand visibilty through concept generation, design, and development for company's identity and corporate website

Created optimal user experience for PicBounce 2.0 through production of feature map, application map, and wireframes

Design and implementation of user interface design for PicBounce 2.0 including branding, iconography, and layout

Hot Shot Media May 2010 - Aug 2011

hotshotmedia.com, San Francisco, CA

Junior Visual Designer

Rebuilt company's old table based corporate website with valid XHTML and CSS

Increased output of projects with production design work utilizing Photoshop, Illustrator, HTML5 and CSS3