



Martha Boulianne

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Skills

Wireframing

Prototyping

Product Design

Responsive Web Design

Workflows

Journey Mapping

Front End Development

Tools

Adobe XD

InVision

Figma

Balsamiq

Adobe Creative Suite

HTML / CSS

JavaScript

Profile

I'm a UX/UI designer passionate about designing products for people through user-centered design. Whatever I'm working on, I'll be rolling up my sleeves to improve things - whether it's meeting with stakeholders to uncover requirements, planning a new interactive solution, or collaborating with the team to workshop usability improvements.

What I'm reading

The User Experience Team of One (Leah Buley) and Microinteractions: Designing with Details (Dan Saffer)

What I'm learning

I'm taking a React course on Code Academy to broaden my understanding of modern development platforms.

Education

Lethbridge College

2 year Diploma, Multimedia Production

Gazelles International

1 year Certificate, Scaling Up: The Four Decisions

Experience

Product Design & Business Operations

ActiveConversion · Dec 2018 - Present · 2 yrs+

- Met in-person and online with clients to pinpoint UX challenges in ActiveConversion, a B2B web application focused on marketing automation and lead identification. Used this insight to revisit user journeys, workflows, and task flows to improve customer experience.
- Worked side by side with the development team lead to ideate, research, evaluate, and prioritize new features while advocating on behalf of our users.
- Built out wireframes, prototypes, low and high fidelity designs in Adobe XD
- Developed personas based on the five main user groups and journeys. These personas facilitate internal communication of our users' needs and wants to ensure the team is delivering user-centric solutions.
- Collected & evaluated data on user interest for a customizable tagging feature. Gathered information from client onboarding, Zendesk support tickets, customer surveys, and one-to-one calls with users.
- Initiated an overhaul of our customer reporting to improve clarity and quality for customers. I owned the initiative from ideation through internal collaboration and execution. It resulted in a 90% reduction in time to run reports and increased customer satisfaction.

Director, Marketing & Business Development

ActiveConversion · May 2017 – Nov 2018 · 1 yr 7 mos

- Collaborated with sales and marketing teams (internal users) on how to streamline their communication, tools, and processes to work together. Evaluated gaps and tools, surveyed internal users, and implemented better task flows.
- Performed one on one interviews with successful clients to provide customer insight to the client services and product teams. This improved user personas and created specific actionable insights on key clients for account managers.
- Surveyed existing and past client experiences and created a gap analysis to inform improvements.
- Transitioned the company's project management system to Monday.com. My role included evaluating options, identifying risks, planning and staging the transition, and ensuring execution. This resulted in a more streamlined workflow, automated routine project communications, and gave us a clearer picture of deadlines, responsibilities, and team workload.

Marketing Manager

ActiveConversion · Mar 2016 – Apr 2017 · 1 yr 2 mos

- Mapped the customer journey from initial brand awareness through to recurring customer.
- Led a design revamp, content overhaul, and redevelopment of ActiveConversion.com in 3 weeks. This was completed in collaboration with a marketing coordinator and a web developer. The website refresh resulted in clearer messaging, improved conversion paths and responsiveness, faster load time, and a 15% reduction in bounce rate.
- Researched marketing effectiveness from previous years and initiatives to inform marketing plans. Evaluated client base demographics, client satisfaction, outreach methods, and distribution channels based on their effectiveness.

Senior Web Designer & Developer

ActiveConversion · Jun 2014 – Feb 2016 · 1 yr 9 mos

- Prototyped and designed a responsive online internal payroll portal using Adobe Photoshop and InVision.
- Performed audits and heuristic evaluation of clients' websites, content, and user experience. Created user task flows and improved conversion paths. These audits helped the team plan and execute usability improvements.
- Collaborated with clients in rapid design labs to inform the creation of ideal customer experiences.
- Developed websites and landing page templates in HTML, CSS, PHP, and WordPress.

Web Designer & Online Marketing Specialist

ActiveConversion · Nov 2010 – May 2014 · 3 yrs 7 mos

- I was the sole UI designer for the ActiveConversion application, including wireframing in Balsamiq, designing interfaces in Adobe Photoshop and Adobe Illustrator, and prototyping in InVision.
- Created websites from planning through launch, averaging two new sites per month. Methods included client and stakeholder interviews, requirements definition, sitemap creation, competitive research, wireframing, prototyping, high fidelity design, and development.
- Crafted design guidelines and digital style guides and for client websites and SaaS applications, including typography, layout, color palette creation, and website element style guidelines.

Web Application Designer

eventIQ · 2006 - 2008 · 1 yr 8 mos

- Engaged with key stakeholders to define goals, wants, and wishes, and translated that into requirements.
- Designed a new user interface for the InviteRight web application, from ideation, through competitive research, collaboration with the development team, sketching and refining concepts, low and high fidelity design, and crafting web-optimized assets.
- Performed website evaluation, planning, content writing, design, and development for InviteRight.com & eventIQ.com.

