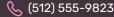
Sophia Martinez

Mobile UX Designer



CONTACT



O Austin, TX



EDUCATION

Bachelor of Fine Arts in Digital Media Design

The University of Texas at Austin, TX | 2025

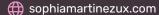
Certifications

- Google Mobile UX Certification | Issued Aug 2025
- Coursera Mobile App UI/UX Design | Issued Nov 2024

Tools & Technologies

- Figma
- Adobe XD
- Sketch
- Axure RP
- InVision
- UsabilityHub







PROFESSIONAL SUMMARY

User-focused Mobile UX Designer passionate about creating intuitive and engaging mobile experiences. Skilled in Figma, Adobe XD, and user research, with a strong understanding of mobile-first design and usability principles.



EXPERIENCE

Mobile UX Designer Intern

2024 - 2024

AppNova Studios, Austin, TX

- Designed intuitive user flows for a wellness app, resulting in a 25% improvement in retention.
- Created high-fidelity prototypes and conducted usability tests with over 20 mobile users.
- Led a redesign of the onboarding experience, reducing user drop-off rates by 15%.
- Worked closely with developers to ensure designs adhered to iOS and Android UI guidelines.

UX Designer (Freelance)

2023 - 2024

Self-Employed, Remote

- Redesigned a fitness tracking app's UI, improving readability and reducing cognitive load.
- Conducted competitive analysis to benchmark UX best practices against industry leaders.
- Developed an interactive prototype for a mobile finance app, securing investor interest for the startup.
- Implemented a streamlined navigation system that reduced the average number of taps needed to complete a task.

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SKILLS

Mobile UX/UI Design	****
User-Centered Design	****
Prototyping & Wireframing	****
Mobile Accessibility Standards	****
Figma, Adobe XD, Sketch	****
iOS & Android Guidelines	****
Usability Testing & Analytics	****