



Victoria Martin

User Experience Designer

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Chicago, IL

Experience

Capgemini

Senior UX Designer

May 2024 - Present

- Led discovery and design thinking workshops to uncover customer pain points and identify user-centered opportunities, enabling strategic alignment for a major Canadian utility client
- Conducted mixed-methods research (interviews, surveys, usability tests, card sorting) to surface root causes and guide opportunities grounded in user needs
- Synthesized research findings into actionable insights that drove CX improvements and informed strategic design and business decisions

Avanade

Senior Analyst, UX Design

May 2023 - May 2024

- Orchestrated collaboration among 8 cross-functional teams, ensuring unity to a transformative CRM project
- Proactively led discovery sessions to pinpoint stakeholder needs, identify enhancement opportunities, and gather feedback for strategic UX improvements

Analyst, UX Design

Aug 2022 - May 2023

- Spearheaded wireframe prototyping for CRM Salesforce integration at a Fortune 500 utilities company
- Enhanced operational efficiency by re-scoping user needs and streamlining tasks, resulting in a significant reduction in average call time

Betway Group

UX Product Tester

Feb 2022 - Jul 2022

- Defined pain points through user testing and journey mapping to enhance the experience of a sports betting app
- Led competitor research and gap analyses, extracting actionable recommendations that informed the strategic feature roadmap

Education

Purdue University

May 2022

B.S. in UX Design, with distinction

Minor in Psychology

Leadership

Intern Mentor

Capgemini

Jun 2025 - Aug 2025

- Mentored interns on client projects, introducing UX research methods and design best practices, and building critical thinking through design critiques

Skills

Design Thinking

User Research

Wireframes & Prototyping

Salesforce Marketing Cloud

HTML/CSS

Tools

Research & Design Tools

Figma

Optimal Workshop

GetFeedback

UserTesting

HubSpot

Adobe Suite

Project Management Tools

Microsoft 365

Slack

Confluence

Miro

Mural

Jira