

# Isabel Martin

UX Designer with 10+ years of experience designing scalable, system-level products for global audiences across web, mobile, and living room platforms.

I lead end-to-end design for high-impact commerce and subscription initiatives, partnering with product and engineering to simplify complex ecosystems, drive alignment across teams, and deliver solutions that balance user needs, business goals, and regulatory constraints.

## EXPERIENCE

### Amazon

**UX Designer, Prime Video** · Seattle, WA

Aug 2022 - Present

Lead UX design for high-impact Prime Video commerce initiatives, including international expansion, lifecycle systems, and retention strategies.

Drive scalable, system-level solutions across web, mobile, and living room devices while balancing user needs, regulatory requirements, and business goals.

Contributed to launches across multiple international markets, impacting millions of customers globally.

Facilitated cross-functional workshops in London with Product and Engineering to drive alignment on global expansion strategy, requirements, and customer experience direction.

### Oracle

**Sr. UX Designer, HCM Cloud** · Guadalajara, MX

Mar 2019 - Sep 2019

Led UX design for the Goals experience from the ground up, defining structure, interactions, and workflows. Maintained and evolved the Salary Adjustment feature in production, ensuring continuity during a major redesign.

**Sr. UX Designer, Analytics BI** · Guadalajara, MX

Jan 2018 - Mar 2019

Designed end-to-end experiences for Oracle Analytics, including wireframes and interactive prototypes in close partnership with product and engineering. Served as the sole designer embedded with the Mobile Development team in Mexico, supporting four applications and contributing to a broader design restructuring effort. Led the development of a reusable wireframing toolkit adopted across teams.

Designed interaction experiences for Oracle OpenWorld keynotes (2017, Thomas Kurian & 2018, Larry Ellison), translating complex product narratives into clear, engaging visual experiences for large-scale audiences.

**UX Designer, Document Engineering** · Guadalajara, MX

Dec 2013 - Dec 2017

Improved internal documentation tools by designing and maintaining user interfaces in close partnership with engineering. Defined interaction patterns, created wireframes and mockups, and contributed to branding and internal campaigns across the Mexico Development Center.

### DJO

**Visual Designer** · Tijuana, MX

Apr 2012 - Dec 2013

Led internal communications design and managed the in-plant Wellness Program, overseeing campaigns, events, and internal initiatives. Strengthened employee engagement through communication and media presence.

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## EDUCATION

**User Experience Design & Development**

**Advanced Certificate**

Rochester Institute of Technology · USA

2015 - 2016

**Organizational Development**

**Certificate**

CETYS Universidad · Mexico

2012

**Marketing, eCommerce & Film History**

**International Exchange**

Università Degli Studi di Bergamo · Italy

2009

**Engineering in Digital Graphic Design**

**B.S.**

CETYS Universidad · Mexico

2007 - 2010

## SKILLS

### Design

Interaction Design

Information Architecture

Prototyping

User Research & Usability Testing

Design Systems

Systems Thinking

End-to-End Experience Design

Subscription & Lifecycle Design

Cross-functional Workshop Facilitation

Web, Mobile, and Living Room Platforms

### Tools

Figma

Adobe CC

HTML

CSS

AI-assisted design and prototyping

### Languages

Spanish

English

Italian