

LUIS MARTINEZ

SENIOR WEB DESIGNER UX/UI | DIGITAL EXPERIENCE | WEBSITE STRATEGY | FRONT-END DESIGN

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Senior Web Designer specializing in UX/UI, responsive website design, digital experience and front-end execution for national and multi-brand organizations. Leads complex website initiatives from strategy and information architecture through design, production and post-launch optimization. Combines strong visual judgment with analytics, SEO and conversion strategy to improve usability, engagement and measurable business performance.

SELECTED IMPACT

65%	28%	50+	B2B/B2C
ORGANIC TRAFFIC GROWTH	CONVERSION IMPROVEMENT	WEBSITES & LANDING PAGES	MULTI-BRAND EXPERIENCE

PROFESSIONAL EXPERIENCE

ECMD, INC. Charlotte, NC | 2012-Present

Lead Designer, Digital Experience Strategy

- Lead UX/UI, responsive web design and digital experience strategy across ECMD's portfolio of national building-products brands.
- Redesigned website architecture, navigation and content experiences, contributing to a 65% increase in organic search traffic.
- Improved landing-page conversion rates by 28% through UX improvements, testing and conversion-focused design.
- Create production-ready responsive experiences and collaborate directly with ASP.NET MVC developers from concept through deployment.
- Establish reusable patterns and design standards across multi-brand B2B and B2C sites, balancing brand consistency, product discovery and lead generation.
- Translate GA4, behavioral analytics and search data into ongoing UX, content and conversion improvements.

ZIMMERMAN ADVERTISING Fort Lauderdale, FL | 2008-2012

Creative Director, Web & Digital

- Led web and digital creative for national accounts including Lennar Homes, Papa John's and Captain D's, directing website and campaign experiences from concept through production.
- Partnered with strategy, account and development teams to translate campaign objectives into websites, landing pages and interactive media.

WORLDATA Boca Raton, FL | 2003-2008

Creative Director

- Led web and digital design, brand systems and production teams across client websites and integrated marketing programs.

CORE SKILLS

DESIGN & UX	Figma, Adobe Creative Cloud, UX/UI Design, Responsive Web Design, Wireframing, Prototyping, Landing Pages, Design Systems
FRONT-END	HTML5, CSS3, JavaScript, Bootstrap, ASP.NET MVC Collaboration, Responsive Implementation
CMS & COMMERCE	WordPress, WooCommerce, Shopify, HubSpot, Elementor
ANALYTICS & OPTIMIZATION	GA4, Google Tag Manager, Hotjar, CRO, Search Console, SEMrush, Ahrefs, Moz, Screaming Frog

EDUCATION

INSTITUTO DE DISEÑO DE CARACAS	Bachelor's Degree, Graphic Design	Caracas, Venezuela
INTERNATIONAL DESIGN INSTITUTE	Bachelor's Degree, Web Design	Palm Beach, FL