

Troy Martz

UI/UX Product Designer & Developer

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🌐 www.martz.tech

Professional Experience

Martz Tech (formerly Studio 619) 📍 San Diego, CA 📅 2003-Present

UI/UX Designer, Front-End Developer, Project Manager

- As a private contractor and freelance consultant, I've completed hundreds of design projects with an emphasis on UI/UX design and HTML/CSS integration.
- Areas of industry expertise include UI/UX systems for real-time automation, trading platforms, e-commerce, blogs, contract management & voice systems.
- Deep understanding of information technology, information hierarchy, wire-framing, flow-charting, content creation, and content management systems (CMS).
- Campaign Strategy & Management for: SEO, SEM, CTR, LPO, CTO, and CRO.

Miner Network 📍 Truckee, CA 📅 2017-2020

Design Team Manager, UI/UX Designer

- Designed & built responsive UI/UX templates, designed with Illustrator, integrated with Vue.js (SPA) for blockchain technology using the ERC20 framework.
- Performed initial research for baselines on search and social media marketing.
- Managed the marketing & design team, and aided in recruiting other designers and programmers during the initial funding and pre-launch phases for Miner Token.

Offer Savvy 📍 San Diego, CA 📅 2012-2015

UI/UX Designer

- Helped raise \$880,000 start-up capital for an A.I. social shopping application, and lead the Agile/SCRUM daily stand-up meetings and weekly full-team meetings.
- Built dynamic social shopping experience templates with custom HTML/CSS for delivery to front-end developer, integrated via Angular V1 as a PWA.

Red Tag Crazy 📍 San Marcos, CA 📅 2008-2009

Website Designer

- Helped raised start-up capital for one of the industries first ODAT, real-time chat + e-commerce applications for discounted women's apparel fashion industry.
- Designed company branding, website UI/UX, and marketing material.

Digital River (formerly Blue Hornet) 📍 San Diego, CA 📅 2002-2003

Lead Designer

- Directly responsible for client branding (adherence) with email marketing campaigns for VIP companies such as Sprint, Red Lobster, & 24 Hour Fitness.

Science Applications (SAIC) 📍 San Diego, CA 📅 2000-2002

Network Security Specialist

- Designed infographic website report of threats, vulnerabilities and opportunities.
- Designed a PHP website system (intranet) to scrub log files and assess threats.

Skills:

- UI/UX Design
- Visual Design
- Interaction + Motion Design
- Responsive Design
- Rapid Prototype
- Wireframe + Storyboard
- Information/Infographic Design
- Project Management
- Team Build

Tools:

- Photoshop, Illustrator, XD
- Figma, Sketch, InVision, Zeplin
- VSCode, Git, GitHub
- Lighthouse, BrowserStack
- Jira, Monday, HubSpot
- Vercel, Netlify, Firebase

Frameworks:

- Bootstrap, Tailwind
- Node, Express
- Vue, Vuex, Nuxt
- React, Redux, Next
- Greensock (GSAP)
- jQuery, Vanilla JS

Language / Markup:

- HTML5, CSS3, JavaScript
- SVG, Canvas
- SASS, LESS, SCSS
- Styled Components

Education:

- **ASU** 📅 May 1995
Bachelor of Science
Agribusiness + Environmental Resource Design
- **UCSD** (Extension) 📅 April 1998
Professional Certificate
Graphic Design

Achievements:

- Full Scholarship, ASU 📅 1990-1995
- Dean's List, ASU 📅 1994-1995