



# ANAK G MARTIN

UX & PRODUCT DESIGNER

«I simply make sure your product connects with its audience»

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For over the past decade, I've been improving the UX of numerous digital projects. I am a creative thinker within a functional and usability framework. I take on the clients needs and the users needs and create all-win digital interfaces. I have a lot of experience carrying out heuristic analysis, user research to understand the users' mental models, usability testing, customer and user flows, information architecture and finally translating it all to create an intuitive, easy-to-use interface which not only meets the functional side but it's emotionally engaging. I've worked for clients like Telefonica, Santander Bank, BBC, TalkTalk, BP, Lloyds Bank, NHS, Intel, and the EU.

## WORK EXPERIENCE

May 2019 - Today  
**UX & Product designer** | Toptal

Sep 2018 - April 2019  
**HEAD OF UX** | Saisho (saishoart.com) - Madrid

### Key Responsibilities & Duties

Headed the UX strategy for B2B and B2C users for Saisho, a startup that sells art from internationally emerging artists with transparent and objective prices. I worked on improving the user and service design overall and designed an innovative audio-visual interface that enabled the sales team to automatize many actions while still providing a service with a personalized human touch.

May 2016 - Sep 2018  
**LEAD UX DESIGNER**

Barrabes - Madrid

### Key Responsibilities & Duties

Led the user experience team for the redesign of Telefonica's global entrepreneurs' network: Telefonica Open Future. Managed and led the UX and product design for the Santander X Portal, a Santander Bank initiative along with universities all over the world to create an entrepreneurial network of opportunities for young talent.

2015-2015  
**UX DESIGNER**

Talk Talk - London

### Key Responsibilities & Duties

Created all the planning and user experience for TalkTalk's product for responsive mobile, tablet and desktop; TalkTalk is one of the few telecom companies in the UK who've started to offer Ultra Fibre Optic broadband to its customers.

2012-2013  
**UX DESIGNER**

Bodaclick - London

### Key Responsibilities & Duties

I was in charge of the UX design of the three main pillars of the portal: Wedding Service Client's portal, Wedding User's portal, and the Wedding editorial content architecture.

2009 - 2011  
**INFORMATION ARCHITECT & UX**

Saint Digital (RK CR) - London

### Key Responsibilities & Duties

Worked on digital projects, portals, and interactive kiosks for clients like the NHS, Lloyds TSB, BBC, Visit London, LG, Lindemans, and Visit London.

## EDUCATION

2018 -2020  
**THE POWER MBA**  
The Power MBA - Online

2004 - 2005  
**MA, INTERACTIVE MEDIA**  
London College of Communication (LCC)

2003 - 2004  
**MULTIMEDIA DESIGN**  
AFIDE - Paris, France

1999 - 2001  
**BACHELOR OF FINE ARTS (BA)**  
Middlesex Univeristy, London

1998-1999  
**FOUNDATION ART COURSE**  
Camberwell Art College, London

## PROFESSIONAL SKILLS

- |             |                        |
|-------------|------------------------|
| Axure       | Design thinking        |
| Sketch      | Scrum                  |
| InVision    | Lean UX                |
| Adobe Suite | Research methodologies |

## LANGUAGES

- Spanish and English Bilingual
- French Fluent