

# Lynne Martin

## User Experience Architect

Extensive experience in leading lean UX strategy and implementation to deliver world-class design solutions for high-tech firms including HP, SAP and IBM.

### EXPERIENCE

#### **Elsevier, Philadelphia, PA — UX Lead**

SEPTEMBER 2018 - PRESENT

Lead UX activities for a green field development effort of a patient education delivery system for use in clinical environments.

Responsibilities include design sprint facilitation, user research, interaction design, rapid prototyping and usability testing.

#### **SevOne, Inc., Philadelphia, PA — Senior Manager User Experience**

APRIL 2015 - AUGUST, 2018

Introduced UX strategy and research to a mature software company requiring a major redesign of the product. Instituted a user research and testing program providing continuous customer involvement in our design process. Managed a UX team whose responsibilities include user research, interaction design, prototyping and usability testing.

#### **IBM, Princeton, NJ — User Experience Architect**

OCTOBER 2007 - MARCH 2015

Define, refine and direct user experience strategies for IBM Cloud Services, Guardium and Optim solutions. Conduct comprehensive user research, including interviews, surveys, and contextual inquiry to assist in guiding design strategies. Produce design artifacts, including scenarios, personas, user flows, wireframes, and interactive prototypes.

#### **Princeton Softech, Princeton, NJ — User Experience Architect**

JANUARY 2007 - OCTOBER 2007 (Acquired by IBM)

Developed, introduced, and trained ground-up usability best practices to veteran software team. Created various process improvement functions, including UI checklists for unit testing, UI design pattern library, and usability defect categories.

#### **SAP AG / TEK Systems, Newtown Square, PA — Web Designer**

MARCH 2004 - JANUARY 2007

Provided Web design for SAP.com. Conducted design sessions and presented design solutions to teams and management. Served as lead designer on key projects including multiple site redesigns.

387 Hillside Road  
Ridley Park, PA 19078  
+1 (484) 631-5452  
[lucidinterface@gmail.com](mailto:lucidinterface@gmail.com)  
[www.lucidinterface.com](http://www.lucidinterface.com)

### SKILLS

Design sprint facilitation

User research

Interaction design

Wire frames

Rapid prototyping

Usability testing

### AWARDS

**Eminence & Excellence Award**  
IBM

**Everyday Hero Award**  
IBM

**President's Club Honor  
Recipient**  
Princeton Softech

**Optim Circle Award**  
Princeton Softech

### PUBLICATIONS

**A Unique Approach to  
Software Usability**  
UX - The Magazine of the  
User Experience Professionals  
Association, Q4 Edition, 2012

**McNeil Consumer & Specialty Products/TEK Systems, Fort Washington, PA — *Web Application Interface Designer***

DECEMBER 2003 - MARCH 2004

Interfaced with development and project management to implement a sleek and highly usable interface for an intranet portal. Executed front-end web development using various web development tools. Demonstrated prototypes to key stakeholders and captured feedback.

**Hewlett-Packard Company, Mount Laurel, NJ — *Web Designer***

JANUARY 2001 - DECEMBER 2003

Executed functions related to usability, accessibility, and localization/internationalization for development team. Administered use and optimization of SharePoint, as well as performance of marketing and development organizations.

**EDUCATION**

**Art Institute of Philadelphia, Philadelphia, PA — *Associate's Degree, Visual Communications***

1983 - 1985