

Marti Walker

UX Strategy & Design | UI/Visual Design

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about me



I'm a business strategy-focused user experience designer who spent eight years as a marketing creative helping private equity startups craft impactful stories to grow their vision and reach.

I'm also a life-long musician who's traveled the globe and self-produced two original-music albums.

experience

User Experience Strategy & Design | Graphic Design

Remote (Lake Tahoe, CA)

Marti Walker Design (Freelance)

May 2022 - present

- Took two companies from zero to launch in ~8-12 weeks each, from branding, logo, and marketing and media templates to MVP website deployment (using CMS builders), SEO and WCAG analysis for increased website traffic and high accessibility standards.
- Gather insights from clients and stakeholders on business and user goals to strategize and develop copy and design assets, resulting a high level of client engagement and satisfaction with the final deliverables.
- Establish project brief (including budget, constraints, research methodologies, timeline, and key deliverables) to inform and align stakeholders and mitigate risk.
- Research and strategize key product features that minimize cost and design effort while supporting business growth and stakeholder and user interests.
- Manage all aspects of design process with a focus on problem-solving, resulting in data-driven, outcome-focused designs that increase user satisfaction and retention.

Creative Marketing Manager/Senior Graphic Designer

San Francisco, CA • Reno, NV

Resolute/ROWE Capital Group

Nov 2019 - Apr 2022

- Cross-collaborated with marketing, sales, and legal teams to develop visually appealing and FINRA-compliant educational and marketing product to help drive \$560MM in private capital and deliver a dozen or so investment opportunities to launch.
- Responsible for the design (75%) and management of hundreds of creative assets for 2 private equity and management firms and their various investment funds.
- Supervised junior designers, fostering a spirit of collaboration and helping them grow.
- Led efforts toward company-wide adoption of a project management system, resulting in improved communication and organization, as well as reduced workflow redundancies.
- Department go-to person for pitch deck visual design, copy proofing and editing, investment offering digital platform design and implementation, and general workflow and user-flow problem-solving, freeing up time for the MD while promoting efficiency and brand-adherence, and ensuring quality control with digital and print assets and processes.

Creative Director

Hughes Private Capital

Reno, NV

Sep 2015 - Oct 2019

- Designed and managed print and digital assets for 4 real estate investment funds and 3 operating businesses, resulting in an organized management system and on brand, value-aligned product.
- Worked closely with marketing director and CEO to strategize, design, and launch multi-media campaigns, driving growth and awareness and increasing investor and market reach.
- Co-facilitated (with marketing director and CEO) quarterly masterclasses for a group of 8-10 team members, improving cross-team engagement and strategic ideation, and promoting light, lean workflows.
- Hired and managed contract creative personnel as needed, facilitating timely project completion.
- Co-designed (~33%), managed content, and launched SMS campaigns for content-marketing mobile app.
- Designed a bi-monthly direct mail postcard that consistently resulted in highest ROI per lead.

Director of Conferences and Marketing

The Change Companies

Carson City, NV

Feb 2014 - Jan 2015

- Researched, strategized, budgeted, coordinated, and reported on sales teams' participation at 3-4 conferences per month in the mental health and addiction medicine industries, resulting in a high level of stakeholder confidence, positioning the company for a stronger market impact.
- Met regularly with sales team and clinical staff to review and iterate marketing collateral and publications based on sales goals, changing mental health industry terms and regs, and user feedback, resulting in timely, relevant product that was in lockstep with stakeholder and user interests and industry standards.
- Coordinated national speaking engagements and client training sessions, building industry awareness, improving client relations, and increasing value.

Professional Musician

Marti Walker Music (Freelance)

Los Angeles, Spain, International

1992 - 2018

Event Coordinator & Executive Assistant

Arts Council for Long Beach

Long Beach, CA

2004 - 2008

Bilingual Copywriter, Talent Director, Audio Production Supervisor

Alba Communications, Tango Advertising, Freelance

Los Angeles, CA

1996 - 2004

education

- 2024 **Web Accessibility** • EdX (Currently Enrolled)
- 2022 – 2023 **UX/UI Design** • Designlab (Certificate)
- 2018 – 2019 **Graphic Design** • California Institute of the Arts (Certificate)
- 1990 – 1992 **Music (Jazz Performance)** • Berklee College of Music

tools & skills

UX research, strategy and design; UI (visual) design; copywriting; Figma; Adobe Suite; MS Office; excellent written and verbal communication; languages: spoken and written Spanish

