

Katherine Martineau

Experience Strategist and CX/UX Practitioner with an MS in Interaction Design and Information Architecture. Proven track record establishing design foundations, UX Research, and leading cross-functional initiatives to scale products.

Experience

Guardian Life, Remote - Senior UX Engineer (Senior UX Writer / Designer)

October 2022 - Present

- **Enable cross-functional product decisions by partnering with business and technology stakeholders.** Promoted a journey-first approach to guide decisions using storytelling and journey maps to translate business goals to delivery guidance.
- **Serve as a UX strategist to product and technology teams across Enterprise initiatives** - Apple Business Chat (Group), Dental Provider Network (Group), and eSuite (FPRS) and more; helped delivery teams align to end-to-end journeys through experience guidance, content standards, and clear design systems rationale based on customer needs.
- **Strengthen usability testing framework for the UX / UI design team.** Maintained and enhanced a research governance framework for product design approaches; increase usability testing usage by 35% in 2025. Led a team to find an industry leading product usability testing platform (User Testing) to generate faster and higher quality insights for new product development and enhancements.
- **Define experience strategy and customer journey for**

Contact

(646) 244-4369

katherine_martineau@glic.com

www.katmartineau.com

Education

University of Baltimore

Master of Science,
Interaction Design and
Information Architecture

New York University

Bachelor of Arts,
Journalism major, English
and Sociology minors

Certifications

University of Baltimore

Certificate in User
Experience Design

SAFe by Scaled Agile, Inc.

Product Owner / Product
Manager certification

Core skill set

Content Strategy
Design Systems
Information Architecture
Product Design
UX Research
Research Operations
Writing

TOOLS

Design

Figma

complex financial journeys, notably for the annuity calculator and info sheet products for financial advisors on guardianlife.com.

Miro
Slickplan
WordPress

Research

Maze
Qualtrics
Userlytics
User Testing

Collaboration

Confluence
Google Suite
JIRA
Notion

Development

HTML / CSS
Web Content
Accessibility
Guidelines
MS Office Suite
Postman

Vanguard and CVS , Remote – UX Writer / Designer Contractor

March 2022 - October 2022 (Contract positions)

- Contributed to design system libraries and doc sites for search and form-based components.

Fastspot, Baltimore, Maryland - UX Strategist

November 2020 - March 2022

- Lead UX initiatives for university and healthcare clients: Johns Hopkins University, Mount Saint Mary's University - LA, and Sheppard Pratt.
- Run focus groups to understand requirements for campaign initiatives and full website redesigns.
- Conducted user research, developed content architectures, and created design recommendations to meet stakeholder needs early in the design process.

Money Map Press, Baltimore, Maryland - Quality and eCommerce Specialist

February 2019 - November 2020

- Ensured copy was production ready for emails and checkout pages.

Park School, Baltimore, Maryland - Database Administrator

October 2017 - January 2019

- Setup queries and data segments for donor data audits for 50+ funds.