



Maurice Martineau

Senior Product Designer

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📍 Echo Park, Los Angeles

Senior Product Designer

Fair | Fintech

Oct. 2018 - Oct. 2019

- Led design for a featured initiative project to revamp Fair's B2B tool.
- Designed the app referral program by generating competitive analysis.
- Drafted lo/hi-fi wireframes, user flows and decks to translate project goals, use cases, and design thinking to team and stakeholders.
- Collected research insights and data to craft thoughtful user experiences and built up iterative prototypes from collective feedback.
- Worked together with the UX Research team to concoct usability tests and shared findings with the rest of the teams.
- Collaborated with multi-disciplinary teammates to ideate and drive solutions from concept to shipping.
- Performed in an agile environment. Daily stand-ups and design sprints.

Creative Director

Brand Knew | Creative Agency

Apr. 2012 - Dec. 2017

- Established and spearheaded the agency's design process.
- Oversaw and guided the creative direction for all of our client's branding projects, web/mobile products, and social marketing assets.
- Delivered wireframes, prototypes, visual specs, and interaction examples to support the product development process.
- Performed usability tests to make sure designs stayed user-centered.
- Managed a lean team of designers and developers.
- Led team ideation meetings to explore new trends and techniques.

Senior Interactive Designer

Makai, Inc. | Engagement Marketing Firm

Jun. 2011 - Aug. 2012

- Fortified the UI/UX strategy and design for all digital products to increase conversion and engagement across experiential campaigns.
- Built prototypes and marketing collaterals to reinforce each installation.
- Collaborated with a cross-functional team to identify and implement solutions to new and existing products, services, and experiences.

Proficiencies

UI/UX

Visual Design

User Research

Wireframing

Prototyping

User Flow

Web Design

Mobile App Design

Branding

Creative Direction

Tools

Sketch

Invision

Principle

Zeplin

Photoshop

Illustrator

Lucidchart

After Effects

Slack

Jira

Keynote

Languages

English

Spanish

Education

UCLA

Master of Science

Biochemistry

Additional roles or references upon request or via LinkedIn.