

# Adelina Martinez

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## EDUCATION

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**Bachelor of Science in Computer Science, Minor in Website Design**

Expected Dec 2026

*San Diego State University*

*San Diego, CA*

## EXPERIENCE

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**UX/UI Designer & Developer Research Assistant**

September 2025 - Present

*Digital Innovation Research Lab (DiLab) at SDSU - Development Team*

- Designed and optimized intuitive, user-centered interfaces for an AI-powered mentorship platform and chatbot, enhancing usability for B2B clients across multiple industries.
- Developed and deployed responsive, accessible front-end features in React, implementing scalable component systems that reduced design-developer handoff time by 30%.
- Created and iterated on wireframes, interactive prototypes, and high-fidelity mockups in Figma, integrating user feedback from biweekly testing sessions to refine workflows and visual hierarchy.
- Collaborated with backend engineers to integrate real-time chat, API data pipelines, and AI-driven interactions, improving system reliability and user engagement metrics across key features.

**Instructional Designer & Academic Media Production Assistant**

February 2025 - Present

*SDSU Global Campus - Instructional Design Team*

- Redesigned and structured Canvas learning environments using custom HTML/CSS, enhancing accessibility compliance and improving navigation for over 1,200 online learners.
- Analyzed user analytics to guide data-driven interface updates, resulting in a 150% increase in student engagement and a 235% rise in page views across redesigned courses.
- Produced and implemented instructional media; videos, infographics, and interactive content aligned with modern UX/UI and learning experience (LX) design principles, strengthening learner comprehension and retention.
- Advocated for learner-centered design practices by auditing course materials for accessibility, visual clarity, and cognitive load, ensuring all content met WCAG and SDSU quality standards.

**UX/UI Designer & Developer - Groundwork Books**

May 2024 - April 2026

*UCSD Groundwork Books Collective - Development Team*

- Co-led the redesign and redevelopment of Groundwork Books' e-commerce platform using React, Next.js, and Firebase, delivering a modern, accessible, and high-performance user experience that reduced page load times by 40% and improved mobile usability scores.
- Designed and iterated on low- and high-fidelity Figma prototypes through iterative user testing, enhancing navigation clarity and visual hierarchy, which led to a notable increase in task completion and user satisfaction.
- Engineered a responsive, component-driven UI integrated with Firebase Auth and Square API to enable real-time inventory, seamless checkout, and scalable performance.

**Freelance Website Designer & Developer - 2 websites**

March 2025 - August 2025

*Dave Castro Photography | Pallan Cooling and Heating - Website Developer*

- Designed and launched davecastrophotography.com, a visually engaging photography portfolio built on GoDaddy with custom galleries and SEO optimization, elevating the artist's online visibility and client inquiries.
- Developed and branded pallancoolingandheating.com, a responsive, SEO-optimized WordPress site featuring custom scheduling tools and service pages, increasing the company's local search ranking and user engagement.

## SKILLS

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**Design Skills:** UI/UX Design, Frontend Development, High/Low Fidelity Wireframes, Prototyping, User Testing, Usability, Accessibility, User Experience, Web/Mobile Design, Graphic Design, Illustration, Animation, Motion Graphics

**Design Tools:** Figma, Illustrator, Photoshop, Premiere, Adobe Creative Cloud Suite, Canva, Wordpress, Webflow

**Development Tools/Libraries:** Git, React.js, Tailwind, Bootstrap, Firebase, Vite, Node.js, Next.js, Three.js, Unity

**Programming Languages:** HTML, CSS, Java, C#, C++, JavaScript/TypeScript, Python, SQL, R

## ADDITIONAL

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**Instructional Technology Services Student Analyst**

January 2024 - May 2025

*SDSU Information Technology Services: IT Division - San Diego, CA*

**Ocean Lifeguard & Junior Lifeguard Instructor**

June 2021 - May 2025

*City of Port Hueneme Lifeguard Association - Port Hueneme, CA*