

**Claudia Martinez**  
Designer & Writer  
UX Lead

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## Experience

### UX Lead, Content Qualtrics

Chicago, IL  
2022-Present

I lead the design of frameworks and patterns for AI powered-experiences and features — defining the work stream with three other designers. I also started the AI + UX committee which is committed to the promoting ethics, agency and trust in our user experience. On occasion, I consult on naming and branding architecture for the new marketecture.

### Content Designer Qualtrics

Chicago, IL  
2021 - 2022

I worked in our employee experience vertical to create a blueprint for end-user apps, and designed one for the EX use case. It involved creating a new and scalable information architecture, voice and tone, content strategy — designing sketches, flow frames, diagrams and conducting research. I held many workshops with stakeholders.

### Designer - Writer AI Collaborative

Chicago, IL  
2020 - 2021

As a consultant at AI collaborative design research, I worked on multi-disciplinary teams with business strategists, researchers, visual designers and more to solve problems for our clients — from the ambiguous to the clearly defined. Clients included Airbnb, CDW, and Capital Group.

### National Communications Lead Multistudio Architecture

San Francisco, CA  
2018 - 2020

I led a team of communications and marketing specialists across the United States to redefine the Multistudio market position through content strategy and branding. I helped establish them as a thought leader by articulating a unique point of view on architecture and the built environment in our high-touch Magalog. I also collaborated with our research team on post-occupancy evaluation studies.

### Freelance Design Journalist & Brand Writer Wallpaper\*, Artsy, Tolleson Creative, Awake

San Francisco, CA  
2017 - 2018

I wrote feature articles for design magazines Wallpaper\* and Artsy about Bauhaus' influence on contemporary design. I also wrote branded long-form content for design agencies Tolleson and Awake — blending strategy with a unique point of view on creativity, wellness, technology and their collective influence on design. I pitched articles to editors and worked directly with clients and strategists.

### Design Research Fellow Bauhaus Foundation

Dessau, Germany  
2017

I worked closely with the curator of the Bauhaus Foundation in Dessau, Germany and five other fellows to research and design an exhibition called "Between Chairs." I spoke on an international panel on behalf of the Bauhaus Foundation, and my team and I wrote a book. I'm the only American (to date) to receive this fellowship.

## Education

**University College London**  
Masters of Science in Design and Anthropology  
London, U.K.

**Sarah Lawrence College**  
Bachelors of Arts in Art History and Writing  
Bronxville

## Skills

Figma  
Adobe  
InDesign  
Photoshop

System Design  
Design Thinking  
Leadership  
Strategy

User Research  
A/B Testing  
UX Design  
UX Content Design