

Martha Siebold

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Location: Los Osos, California

Summary

A seasoned UX Designer with years of experience in user experience and product design. I am passionate about improving user experiences within complex software products, particularly in the ag tech sector. I am well-versed in UX principles, user research, and design systems, with a strong background in mentoring junior designers and collaborating across teams.

Professional Experience**Lead User Experience Designer**

TELUS formerly Proagrica | 2021 - Present

- Led a team of designers focused on web and mobile products for the agricultural sector, enhancing the work-life balance of Ag users.
- Mentor and coach UX designers, fostering their professional growth.
- Transitioned the team from XD to Figma, developed a comprehensive design system, and established an automated backup system for design artifacts.
- Created and implemented UX methods within the design team, enhancing design processes.
- Designed for Ag clients, including Adama and Nutrien, improving user satisfaction.
- Managed relationships with external UX vendors, ensuring alignment with internal design standards.

User Experience Lead

ERCOT | 2006 - 2021

- Responsible for designing new-to-market applications to support the interconnection and maintenance of power equipment in the ERCOT region.
- Conducted user research, including contextual interviews, card sorting, and usability studies, to inform design decisions.
- Documented personas, user journeys, and interaction designs, ensuring alignment with user needs.
- Led daily design reviews, wireframing, documenting, and providing HTML/CSS for designs.
- Built and managed a comprehensive design system, serving as the product owner and continuously expanding it.
- Conducted design thinking, service blueprinting, and story mapping workshops to drive innovation and process improvement.

Manager, Web Group for Special Services
Texas Education Agency (TEA) | 1998 - 2000

- Hired a development team with the focus of moving the existing legacy financial systems to the web for all Texas school districts.
- Performed all aspects of traditional team manager duties, including department budgeting, hiring, and managing the existing staff of ten people.
- Oversaw the development and design of the new TEA financial sites.
- Conducted a usability analysis for all existing TEA websites.

Operations and Design
CarPlaces.com | 1999 - 2006

- Co-founded CarPlaces.com, designing and coding retail stores specializing in hard-to-find car parts.
- Managed data entry staff and developers, ensuring accurate and timely content for online stores.
- Implemented usability strategies during the dot-com bubble, conducting internal studies and focus groups to optimize user experience.

User Interface Designer
SMART Technologies | 1996 - 1998

- Designed and supported the development of Touchpoints Web products and SMART e-commerce solutions.
- Led the creation of visual design, interaction, information architecture, and content strategies.

Education
BA Sociology
Marquette University, Milwaukee, WI

Continuing Education

- LUMA Innovation – January 2020
- Service Design – Cooper~Design It – April 2018
- Norman Nielsen UX Masters Certification – Dec 2017
- Card Sorting for Navigation Design – William Hudson, Syntagm Ltd