



# ROCIO MARTINEZ

SENIOR UX/UI DESIGNER

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London, UK

## ABOUT ME

Designer with 10+ years of experience in UX, UI, service design, and branding. I've worked across the UK, Canada, and Spain, leading projects from concept to execution.

A design thinker passionate about digital innovation, incorporating AI into design processes to create meaningful experiences.

## EDUCATION

**User Experience Design**  
OCAD, Toronto, Canada

**Master in Digital Design**  
CEI, Seville, Spain

**BA (Hons) Audiovisual Communication and Media**  
Seville University, Spain

## LANGUAGES

English  
Full professional proficiency



Spanish  
Native proficiency



Italian  
Conversant proficiency



## SKILLS

Figma Principle Jira Trello

Monday Agile Design Thinking

Service Design Adobe Suite

Blueprinting sessions

## WORK EXPERIENCE

### SENIOR UX/UI DESIGNER

IBM, LONDON UK | 2022 - CURRENTLY

Leading the global design strategy for the IBM Partner Portal while consulting across multiple IBM development teams to ensure cohesive, scalable, and user-centred digital experiences.

- Led the end-to-end design of the global IBM Partner Portal, aligning user needs, business goals, and technical constraints across multiple product teams.
- Conducted research and analysis of business requirements to uncover root problems and translate them into actionable design opportunities.
- Facilitated discovery workshops, blueprinting sessions, and stakeholder alignment activities to validate requirements and shape product direction.
- Applied service design methodologies to map the end-to-end partner ecosystem, identifying opportunities to improve journeys, processes, and cross-platform interactions.
- Collaborated closely with product owners, workstream leaders, and architects to maintain design consistency while optimising development efficiency.
- Partnered with engineering teams from project inception to ensure feasibility, reduce delivery friction, and support seamless implementation.
- Presented strategic design recommendations to senior executives and stakeholders, clearly articulating business value, user impact, and implementation strategy.
- Mentored junior designers and championed user-centred design practices across multidisciplinary teams.
- Experimented with and integrated AI-assisted design tools to accelerate research, ideation, and prototyping workflows while preserving human creativity and design quality.
- Contributed to internal and external knowledge-sharing initiatives, helping strengthen design maturity and cross-team collaboration within and outside IBM.

### UX/UI DESIGNER

IBM, LONDON UK | 2020 - 2022

### LEAD UI DESIGNER

DEBENHAMS, LONDON UK | 2019 - 2020

### GLOBAL LEAD UI DESIGNER

AVON, LONDON UK | 2018 - 2019

### UX/UI DESIGNER

MEDIA 10 LTD, LONDON UK | 2016

### GRAPHIC & UX/UI DESIGNER

THE TRAVELLER, TORONTO, CANADA | 2016

### DIGITAL AND UX/UI DESIGNER

MEDIA 10 LTD, LONDON UK | 2015