

# Daniel Martin

UX/UI DESIGNER

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## PROFILE

A financier-turned-designer. I'm driven by my personal traits of perspective, empathy, and creativity to resolve fundamental problems. I strive to help others by designing meaningful user experiences.

## SKILLS

Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Adobe Photoshop, AxureRP, ClickUp, CRM Tools, CSS, FigJam, Figma, HTML, InVision, Microsoft Office, Miro, Photography, Zeplin

## EXPERIENCE

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### Manager, Client Credit Support | RBC, Private Banking

FEB 2021 - PRESENT | TORONTO, ON

- Explored credit lending sales opportunities that contributed to \$41MM in total additional lending for Q2 2022 across the division.
- Communicate frequently with various stakeholders, such as the client, Private Banker, Risk Management and other parties in order to deliver a top-of-the-line banking experience.
- Take ownership of client financial concerns and keep them at the heart of the process, finding solutions in an end-to-end manner.

### Associate, Credit Structures | RBC, Private Banking

SEP 2018 - FEB 2021 | TORONTO, ON

- Execute approved credit products and transactions for clients that led to \$2MM increase in net income from the previous year's quarter.
- Drive business needs by offering credit lending to clients based on specific financial criteria in order to drive revenue.
- Communicate seamlessly with team members, management, and relevant peers in order to maintain an exceptional 'Black Card' experience.

## EDUCATION

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### BrainStation | Diploma, User Experience Design

JUL 2022 - SEP 2022 | TORONTO, ON

### Juno College | UX Design Course

OCT 2020 - DEC 2020 | TORONTO, ON

### Seneca College | Digital Graphic Design, High Honours, Cert.

JAN 2019 - DEC 2019 | TORONTO, ON

### University of Toronto | BA, Political Science and Sociology

SEP 2011 - MAY 2016 | TORONTO, ON

## PROJECTS

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### UX/UI Designer | greenbean.

JUL-SEP 2022, BrainStation

- Designed a mobile app and responsive desktop and mobile web page as a program capstone project, focusing on the topic of coffee and sustainability.
- Conducted user research, data analysis, wireframing, prototyping, usability testing, and UI Design.

### UX/UI Designer | BrainStation x 7shifts Hackathon

SEP 15-16 2022, BrainStation

- Collaborated with other designers and developers by competing in a 24 hour program hackathon against 5 other teams to design for 7shifts, a restaurant management software company.
- Acted as a primary UX researcher and main point of contact between the UX Web Development team.