

LUIS MARTINEZ

SENIOR WEB DESIGNER | UX/UI | WEBSITE STRATEGY | DIGITAL EXPERIENCE

Fort Mill, SC • 704-675-6611 • luismart@att.net

Portfolio: <https://luismart.com/> • LinkedIn: <https://www.linkedin.com/in/luis-martinez-5a3a5648/>

PROFILE

Senior web designer and digital experience specialist with 15+ years of experience designing high-performing websites, landing pages, and digital campaigns for national brands and corporate environments. Expertise in UX/UI design, conversion optimization, and front end collaboration with development teams to create engaging digital experiences that improve usability, lead generation, and brand visibility. Known for combining strong visual design with data driven optimization to improve website performance, search visibility, and user engagement across multi brand environments.

SELECTED DIGITAL IMPACT

- Increased organic search traffic 65 percent through technical SEO improvements and website optimization
- Reduced Google Ads cost per lead 32 percent through improved landing page design and campaign restructuring
- Improved landing page conversion rates 28 percent through UX enhancements and CRO testing
- Designed and managed more than 50+ websites and landing pages across multiple brands, improving user experience and driving measurable gains in engagement and conversions
- Led digital creative strategy for national brands including Lennar Homebuilders, Papa John's, and Captain D's campaigns while at Zimmerman Advertising

CORE SKILLS & PLATFORMS

Web Design & UX/UI	Adobe Creative Suite
Website Strategy & Architecture	Google Analytics, Tag Manager
Responsive Design	SEMrush, Ahrefs, Moz
Landing Page Design	Meta Ads Manager, LinkedIn Ads
Conversion Rate Optimization	WordPress, WooCommerce, Shopify
HTML5, CSS	Meta Ads Manager, LinkedIn Ads
ASP.NET MVC Collaboration	Screaming Frog, HubSpot, Hotjar

PROFESSIONAL EXPERIENCE

ECMD, Inc. - Charlotte, NC

Senior Web Designer / Digital Experience Lead | 2012 - Present

- Lead website design and digital experience initiatives for multiple national building product brands, focusing on UX optimization, landing page performance, and digital acquisition experiences
- Design and manage company websites, landing pages, and digital marketing platforms across multiple brands
- Collaborate with developers using ASP.NET MVC architecture to implement modern web features and design improvements
- Create UX improvements and conversion optimized landing pages supporting digital campaigns and lead generation initiatives
- Develop website structures and SEO friendly architecture improving organic visibility and usability
- Execute design improvements based on analytics insights, user behavior data, and CRO testing
- Partner with marketing teams to align website design with brand strategy and digital campaigns

Zimmerman Advertising - Fort Lauderdale, FL

Creative Director (Web & Digital) | 2008 – 2012

- Led digital creative strategy and website design initiatives for major national brands within a leading advertising agency environment
- Designed websites and digital campaign experiences for national brands
- Managed web projects from concept through launch
- Collaborated with marketing strategists, developers, and creative teams to deliver integrated campaigns

Worldata - Boca Raton, FL

Creative Director | 2003 – 2008

- Designed websites, digital marketing assets, and campaign collateral
- Managed design teams and production workflows
- Developed brand guidelines and digital design systems
- Managed web design projects from concept through launch

EDUCATION

- International Design Institute — Associates in Web Design & Multimedia
- Instituto de Diseño de Caracas — Bachelor of Graphic & Experience Design
- Universidad Metropolitana — Bachelor of Arts & Modern Languages

LANGUAGES

English (Fluent) • Spanish (Fluent) • Italian (Conversational)