



# Aviva Martin

## Product Manager

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### ABOUT ME

A technical and creative self starter. Entrepreneurial, multicultural and team player with an eye for design and a passion for process optimization.

### EDUCATION

BA: Reichman University, Tel Aviv  
Interactive Communications UX UI  
Track Representative & Honors Student

### CERTIFICATIONS

- Google - Project Management
- Neilson Norman - Measuring UX for ROI
- IDC Tools - Product Management
- IDC Tools - UX UI
- IIL - Project Management
- LUMA - Human Centered Design
- KaiRise - Agile
- Udemy - Scrum Masters & Product Owners
- Udemy - Computer Science & Programming
- Booz Allen - Design Thinking
- Wingate - Personal Fitness Trainer

### TECHNICAL SKILLS

- UX UI Design (Figma & XD)
- UX Writing
- Rapid Prototyping
- Graphic Design
- Video Editing (Premier Pro)
- Video (Producing, Scripting, etc)
- MS Suite (Powerpoint, Excel, etc)

### SOFT SKILLS

- Project Management
- Facilitation
- Public Speaking
- Creative Direction
- Research
- Human Centered Design
- Human Computer Interaction
- Information Architecture
- Qualitative & Quantitative Testing
- Design Thinking
- User Empathy

### WORK EXPERIENCE

#### Product Manager & Design Strategist, Booz Allen 2022 - present

Booz Allen is a legacy defense consulting firm that partners with government organizations to accelerate technology. I'm currently working primarily in the Aerospace sector as part of the InnovationX team.

- Collaborated with the company's SVP and senior leaders as a project manager to develop a suite of Digital Transformation (DTX) business development tools, resulting in the successful acquisition of multiple Aerospace contracts, including a substantial \$650 million contract.
- Led a team of 10 cross functioning members to develop and manage the DTX site.
- Co-lead ideation and strategy for the CANES Comms system and worked to provide creative vision which led to a 32% increase in user satisfaction.
- Managed the Navy ADNS system partnership and co-led the FSWG CANES activation, overseeing usability testing, user experience research, and brand strategy refinement. Activations included HCD working session which provided valuable insights, which were leveraged later on to implement design enhancements that reduced error rates, improved accessibility, and streamlined troubleshooting for an intuitive and inclusive user experience.
- Facilitated Design Thinking Sprints involving core teams, clients, and executive Aerospace leadership, fostering collaborative problem-solving and innovation.
- Drove company strategy by spearheading the creation of recurring product offerings through a series of customized MS PowerApps, subsequently adopted by NASA.
- Uncovered actionable insights and possibilities for the NIH site design and information architecture through a user behavior data audit. The research informed a series of responsive web re-designs I made, which directly led to a 20% decrease in bounce rates.
- Contributed to talent acquisition and onboarding by hiring cross-functional team members and playing a key role in mentoring junior UX designers.

#### Lead UX UI Designer, Creator Now

2022

Creator Now is a gamified content creator ecosystem that serves as 'the modern day film school'. The startup Works to provide media education and video creation tools. Founded by Airrack (15M Youtube subscribers) and Yes Theory's mgmt (9M subs).

- Led product design for shipping products, features, UX UI flows.
- Conducted user research, interviews, heuristic review, A/B testing and analyzed user behavior data to optimize flows in a fast paced lean environment.
- Participated in helping with various aspects of the startup, including product management, product marketing management, creator partnerships and business development.
- Conceptualized, pitched, planned and designed successful gamification layers and tools to help engagement and provide user value. The deployment of Creator Clans, increased daily returning users by 29%.
- Initiated and managed the implementation of a creator A/B testing tool, which achieved an approximate 75% adoption rate, and elevating its status as the company's most utilized tool.

## AWARDS

Collective Ingenuity Award  
Issued by: Booz Allen 2024

Passionate Service Award  
Issued by: Booz Allen 2024

Passionate Service Award  
Issued by: Booz Allen 2023

## VOLUNTEERING

Birthright Excel - Executive  
Business Fellow, 2021 - Present

She Codes - Python Volunteer  
PR & Course Manager, 2020 - 2021

## INTERESTS

Yoga, hikes, travel, zoology and  
video production

### UX & Writing, Wix

**2021 - 2022**

Wix is an online website builder platform for creating professional websites using customizable components, AI and templates. As part of the Wix core product team, I worked on the on-stage site builder experience, which was used to build over 2.3 million sites (such as E-commerce stores, trainings, landing pages, etc).

- Helped craft the user experience for the integration of AI into site creation using Wix ADI which reduced average site creation time by over 50%.
- Played a key role in achieving an 8% increase in Premium conversion rates, contributing significantly to the company's path to profitability through the successful implementation of new storage restrictions.
- Wrote impactful text for Editor 2.0's launch and ran live A/B tests to further support iteration.
- Designed UX flows and wrote content for various media and livestreaming flows.
- Contributed impactful text to some of Wix's most used features such as: Sections, image editors, color editors, banners and more which are viewed by Wix's 250K+ users.
- Supported the PM researching and monitoring site media related trends and activities within Wix.

### UX Designer, Amdocs

**2020 - 2021**

Amdocs is a telecommunications software and services for communication and media service providers that operates as a B2B. Operates in 85 countries and partners with over 350 companies such as AT&T, T-Mobile, Comcast, and Vodafone. Amdocs serves billions of consumers worldwide, offering innovative solutions to enhance the efficiency and connectivity of modern telecommunications.

- Led an intern team to design two high-fidelity site design builders for Amdocs's telecommunication clients. Efficiently designed and implemented a B2B site builder, reducing creation time and enhancing post-delivery usability for clients.
- Ideated and designed a CRM builder for client's customer support services, aiming to tailor to the needs of various client Customer Support team's KPIs.
- Created a robust CRM and website section templates to allow for the client to intuitively make iterations.
- Guided 8 focus group sessions and usability sessions with both Telecommunication company employees and Customer Support agents to gather insights which helped drive design decisions through the process.

### Social Media Manager & Content Creator, Your Story Group + Sunshine Studios

**2018-2020**

Your Story Group is an E-commerce powerhouse that maintains various stores, including the Silk & Salt fashion shop. While working for the startup, I also started a freelance business which provided video, photo and graphic design services to clients.

- Grew brand and social media presence by utilizing various skills such as: Creative direction, video production, scripting, hosting, filming and editing.
- Used data to optimize video performance through retention and engaging packaging.
- Managed 8 video editors for the creation of 100+ videos.
- Acted as a touchpoint with over 50 influencers worldwide.
- Led a social media campaign that raised over \$10K to the Beyond Breast Cancer organization.

### Liaison, IDF Technology Division

**2014-2016**

Technology Division soldier in the Israeli Defense Forces, with combat training experience (Army's Ground Technology Division).

- Coordinated ingoing and outgoing visits, conferences, communication for various departments within the technology division on topics such as: Artillery, tanks, drones, border monitoring, AR, VR and more.
- Facilitated a multinational visit to discuss ongoing research with tank advancements.
- Produced and edited technology related videos and presentations for high ranking military personnel.
- Wrote 100+ Weekly Innovation Hardware newsletters to encourage ideation, innovation and collaboration within the Technology Division.