Antonio M. G. Martins

Head of Design
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Visual communication is at the heart of what I do, whether I'm defining a company visually or plotting a user's journey through an app. Ultimately, my goal is to fulfill a visual transaction that is intuitive and engaging.

Creativity is but one tool in a designer's arsenal: leadership, problem-solving and empathy are also vital. I use these skills to approach design holistically, considering the diverse aspects that contribute to successful design.

My portfolio highlights recent work, both professional and personal. Please take a look and I'm happy to provide additional samples upon request.

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Experience

HealthPrize Technologies • Head of Design
Mar 2012 – Present • Norwalk, CT

At HealthPrize, I designed the user experience for our patient-focused platform. Built as a progressive web app, the interface incorporates principles of user empathy and gamification to promote medication adherence for individuals with chronic diseases. Working closely with our Chief Product Officer, we addressed the leading behavioral causes of medication nonadherence. The result was a user experience that saw a 50% increase in adherence and a significant boost in refills over traditional marketing tactics.

Our platform is SaaS-based, but configurable to support the marketing and branding needs of healthcare companies. In my role, I've worked with most of the 20 largest pharmaceuticals in the world. Our programs have touched the lives of over a million patients with thousands engaging daily.

Responsibilities and Achievements

- Assembled a lean design team and implemented workflow that balances responsibilities to ensure efficiency, quality and responsiveness.
  - Applied quantitative research to optimize product design, leveraging data collected from Hotjar, Google Analytics to inform decision-making. Our platform also supports custom surveys which provide further insight.
  - Qualitative research, using Userlytics and focus groups, is applied to new designs. We can quickly produce anything from simple mockups to interactive demos enabling us to collect feedback as quickly as possible.
- Introduced bi-weekly ideation sessions to discuss design trends, user challenges and client requests. These meetings inform design pitches which detail solutions, scope and KPIs. This process has helped identify high value features and enabled us to grow and evolve functionality.
- Built a robust template system which has reduced design production time by nearly 90%.
  - Design package was rebuilt to accelerate mockups for client approvals. Assets were reduced from roughly 200 unique screens down to 36 core layouts.
  - Applied functional design to ensure client needs for configuration and brand personalization were met while minimizing impact to implementation timelines.
  - This kit is also an indispensable reference guide for 3rd party design teams.
- Lead efforts to improve usability and engagement which contributed to the following:
  - Overhauled registration flow, reducing drop off by 25%.
  - Added onboarding feature which improved first day engagement by roughly 40%.
  - Developed a new recruitment campaign for clients which grew registrations by 2x and increased the number of verified patients.
  - Redesigned patient refill flow, progress and reward tracking and standardized notifications which dropped support requests by over 40%.
- Designed HealthPrize's patient dashboard to provide a positive patient journey which outperforms most Pharma apps and typical marketing tactics by a significant margin.
  - On average, users check-in 6 days a week, engaging 60 minutes per month.
- Redesigned admin portal to be more user-friendly and improve efficiency:
  - Prescription verification times were cut by about half.
  - Improved content management system enable easier revisions and approvals.
- Implemented a cohesive design language that informs the entirety of HealthPrize's visual identity, ranging from corporate branding to our various user interfaces.
- Regularly share design updates company-wide, to engage discussion, encourage critique and demonstrate our creative process.

Experience (continued...)

WonderWorks • Consultant
2017, 2018 | Taipei, Taiwan | Shanghai, China

Consulted with Taipei-based branding agency who wanted to expand into UX design. Provided guidance for building a successful digital-focused team and highlighted best practices. Spoke at several events and provided Q&A sessions with both the Taipei and Shanghai teams.

York + Chapel • Creative Director (Contract)
Sep 2011 - Mar 2012 • Shelton, CT

Successfully managed and delivered projects which ranged from multimedia and web to branding and print. Clients included social media startups, financial institutions, universities and fashion brands. Improved design planning and critique processes to more effectively identify client needs and desires, reduce revisions and create effective solutions.

Imagemark • Creative Director
Sep 2007 – Sep 2011 • Wilton, CT

Served as creative director and lead designer on a wide variety of projects, including web and flash development, branding and print design. Clients offered a wide variety of experience, from fast-growing startups to mature corporations.

Responsibilities and Achievements

- Developed a reusable brand package, providing clients with a standardized set of assets and a style guide which covered the essentials. This package added significant value while minimizing impact on design workload.

- Designed an award-winning website for Boston University which highlighted their sustainability efforts.
  - The centerpiece was a multimedia experience which used Marsh Plaza to visually represent environmental impact.
  - The site also included a detailed map of the campus which highlighted efforts to reduce the school's environmental footprint.

- Directed and produced numerous end-to-end branding and marketing campaigns, which covered both web and print.

Sacred Heart University • Adjunct Professor
2009 • Fairfield, CT

Freelance
Oct 2006 – Aug 2007

Design Trust • Art Director
Mar 2003 – Sep 2006, May 1998 – May 2000 • Wilton, CT

Direction Design Group • Art Director
Jun 2000 – Jan 2003 • Taipei, Taiwan

App and Game Design

Luna's Quest • 2018
Created an educational RPG-style game for a science program at my daughter's school.

Digit Draw • 2014
Designed an iPad-based drawing app aimed at children.

Bakuhatsu Panic! • 2008
Collaborated on and produced artwork for a browser game inspired by the Atari 2600 game Kaboom!

Education

Southern Connecticut State University • B.S. in Graphic Design
Thesis Project: Honors College Identity System

Skills

Adaptable
Thrive in dynamic environments and craft creative, inspiring solutions.

Experienced
Worked the gamut of design across two continents which instilled an innate understanding of business needs.

Flexible
Manage multiple large scale projects and collaborate with key stakeholders.

Self Starter
Proactive in identifying opportunities and implementing solutions.

Vision
Draw on expertise and data to identify a client's needs and desires, helping them to successfully achieve their goals.

Apps	Skill Level
Adobe Photoshop	
Adobe Illustrator	
Adobe InDesign	
Adobe XD	
Adobe After Effects	
Sketch	
Zeplin	
InVision	
MS Office	
JIRA/Confluence	
Basecamp	
Blender	
Power BI	
HTML/CSS	

Languages

English	
Portuguese	
Mandarin Chinese	

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