

JILLIAN MARTIN

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CORE SKILLS

- **Design & Content:** Product design, UX writing, accessibility (WCAG), instructional design
 - **Research & Strategy:** User interviews, workshops, journey mapping, content audits
 - **Tools:** Figma, Microsoft Power Platform, SharePoint, Adobe CC, HTML/CSS (basic)
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EXPERIENCE

Product & Content Designer

Lantern Studios Inc. (formerly DevFacto) | Edmonton, AB | 2023–Present

- Led design and content for enterprise software projects in finance, industry, and non-profit sectors, collaborating in cross-functional teams using Agile methodology
- Conducted user research and translated findings into accessible, inclusive content
- Designed and tested microcopy and interface content including onboarding flows, error messages, CTAs, and tooltips using plain language and WCAG 2.1 accessibility standards
- Created reusable templates and design systems to ensure consistency and speedy delivery
- Integrated UX into Lantern's Microsoft Power Platform practice, reducing dev time by 50%
- Contributed to team culture by leading internal talks on perfectionism, sparking open dialogue about mental wellbeing in a high-pressure work environment

Learning Content Specialist

Venture for Canada | Remote | Summers 2020–2022

- Designed and delivered training content for national internship programs (600+ students/year)
- Developed curriculum and learning resources using UDL and accessibility best practices
- Led rollout of a national intrapreneurship program; improved delivery efficiency by 35%

Educator & Technician (Part-Time)

University of Alberta – Elko Engineering Garage | 2022–2023

- Created onboarding materials and SOPs for rapid prototyping lab
 - Trained students in safe, inclusive use of technical tools; supported access and skill development
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EDUCATION

Bachelor of Design in Industrial Design (With Distinction)

University of Alberta – Minor in Social Sciences | 2019–2023

Culinary Arts Diploma (With Honours)

NAIT | 2010–2012