

# Liz Martinez

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## Profile

Senior content designer and UX writer with 7+ years of experience designing clear, scalable content for complex B2B and consumer-facing products. Specialized in UX writing, information architecture, content systems, and design systems partnerships to reduce friction and improve usability at scale. Proven collaborator across product, design, engineering, research, legal, and go-to-market teams. Known for turning ambiguous problem spaces into structured, reusable content frameworks that support consistency, localization, accessibility, and long-term product growth.

## Selected Contract Freelance Work

03/2025 – 12/2025

### **Gainline Financial Partners Freelance UX Writer & Content Strategist**

- Led UX writing and content strategy for a full financial services website redesign, balancing regulatory requirements with an approachable, trust-building brand voice.
- Developed page-level UX copy, messaging hierarchy, and navigation labels aligned to user intent and compliance needs.
- Partnered with design and stakeholders to improve information architecture and content clarity across core user journeys.
- Optimized on-page content using SEO and accessibility best practices, improving discoverability and usability.

## Work Experience

01/2022 – 01/2025

### **Senior Content Designer Zoom Communications**

- Led program-level UX content and interaction strategy across enterprise product workflows, translating complex user, business, and technical requirements into clear, actionable solutions informed by qualitative and quantitative insights.
- Designed scalable content systems including language frameworks, reusable patterns, and component-level guidelines in close partnership with design systems, product, engineering, and marketing teams.
- Owned product naming, terminology, and taxonomy efforts with a focus on accessibility, localization readiness, and global consistency.
- Established content governance models, workflows, and audit processes to reduce duplication, improve accuracy, and support global releases.
- Mapped system-level content hierarchies and information architecture across settings, admin, and platform experiences to reduce user friction and cognitive load.
- Contributed to long-term UX strategy by aligning content decisions with business goals, technical constraints, and user needs.

04/2020 – 12/2021

### **Sales Enablement Program Manager, Global Onboarding Zoom Communications**

- Led end-to-end program management for a global onboarding experience supporting 2,000+ new hires across roles and regions.
- Designed scalable learning content using adult learning principles, UX storytelling, and structured information design.
- Translated stakeholder and business requirements into clear learning journeys, documentation, and enablement assets.
- Partnered cross-functionally with People Experience, Marketing, Product, and GTM teams to align content with performance outcomes.
- Built and maintained a centralized onboarding portal with clear navigation, content hierarchy, and KPI tracking.
- Delivered measurable impact: 90% attendance, 85% completion within six weeks, 82% average assessment score, and 4.8/5 learner satisfaction.



## Work Experience

05/2019 – 03/2020

### Sales Enablement Program Manager, Prospecting Tools Zoom Communications

- Designed prospecting workflows, content templates, and tooling guidance to improve efficiency and adoption.
- Led training and documentation initiatives, creating reusable content libraries for ongoing enablement.
- Collaborated with Outreach.io beta teams to test and optimize messaging, achieving 20%+ response rates.
- Partnered with Customer Success Managers to increase internal tool adoption by 30%.

06/2018 – 04/2019

### Account Executive, SMB Acquisition Zoom Communications

- Managed a portfolio of 1,200 SMB clients, exceeding quota through strategic planning and personalized solutions, driving significant business growth.
- Utilized market insights and CRM tools to drive growth and optimize engagement, enhancing client relationships and satisfaction.

06/2013 – 05/2018

### District Sales Manager Victra (Verizon)

- Directed multi-store retail operations, recruiting and training 200+ reps, improving performance and creating consistent outcomes through strategic leadership and operational management.



## Core Skills

UX writing	Content Design	Content Strategy	Program Management
Design Systems & Content Patterns	Content Governance & Documentation	Product Copy & Microcopy	Accessibility & Localization
Cross-Functional Collaboration	Content Audits and Workshops	Stakeholder Management	Generative AI & AI-Assisted Content
Information Architecture	Taxonomy & Naming	0-1 Product development	Figma, Asana, Coda



## Education

2009

### Bachelor's Degree | Interior Design Colorado State University



## Awards

01/2021

### Sales Enablement Team MVP Zoom

Recognized as the Sales Enablement Team MVP in 2021 for contributions to the new Zoom Sales Onboarding Program.

01/2015

### Presidents Club Diamond Wireless (Verizon)

Was a 2015 Presidents Club winner for exceeding district sales targets.