

WALKER MARTIN

Designer · Conversion & Growth

Greensboro, NC (Remote) · [wlkrty.com](https://www.wlkrty.com) · [linkedin.com/in/wlkrty](https://www.linkedin.com/in/wlkrty)

PROFILE

Brand and web designer with 3 years in-house at Amped.io and Intuit Mailchimp and a decade of independent brand and logo design work. I designed 2,500+ on-brand popup forms across both companies, owned Mailchimp's live template library end-to-end, and partnered with Engineering to automate ~80% of template update work for a major product release. Popup design work led to an estimated 1M+ subscribers driven for client brands across my career. My work at Mailchimp is documented in 6 published case studies, with a broader portfolio spanning brand identity, apparel, music art, and photography. I ramp quickly on new tools and systems, and thrive in high-autonomy production environments where craft and speed both matter.

CORE COMPETENCIES

Design Brand & template systems · High-volume production design · Logo & brand identity design · Visual identity & typography · On-site campaign & conversion asset design · Cross-functional collaboration with Engineering & Product

Tools Adobe Creative Cloud (Photoshop, Illustrator, After Effects, InDesign) · Figma · Claude

EXPERIENCE

Product Designer → CS Design Strategist · Amped.io & Intuit Mailchimp May 2023 - May 2026

Joined as Popup Form Designer at Amped · Retained and promoted through Intuit acquisition · Remote

- Led the Layer Simplification project without a PM. Owned product decisions and documentation for a system-level overhaul affecting 140+ templates. Drove a 5.4% relative lift in create-to-publish rate.
- Owned the live template library end-to-end: publication control, compatibility tracking, engineering scope, and cross-functional sign-off on all template releases.
- Designed 2,500+ popup forms to brand spec and conversion-focused UX standards across Amped and Mailchimp combined (1,100+ during the Mailchimp phase), with a focus on rapid-turnaround for accounts.
- Partnered with Engineering to build a scripting solution automating ~80% of template update work across a major product release, eliminating manual rework across the full template database.
- Co-designed a full visual design system for a simplified forms builder with typography, button styles, color, and layout standards.
- Served as SME validating AI-generated popup designs, iterating with Engineering across multiple cycles to raise AI output to professional design standards.
- Drove measurable outcomes across 6 published case studies: 10.6% popup opt-in rate, 1.5x industry benchmark conversion, 52% YoY subscriber growth, and a 10x lift in email acquisition volume.
- Recognized as Mailchimp Input Goal Champion (FY25 Q4) for contributions to the Popup Forms product launch.

Independent Designer · Freelance 2016 - Present

Logo, brand identity & apparel design for independent clients · Remote

- Design brand identity, logo, and apparel graphics for independent clients across a range of industries.
- Manage full client engagements independently: creative direction, revisions, delivery, and client communication.
- Selected work featured on Behance ([behance.net/wlkrty](https://www.behance.net/wlkrty)), spanning brand identity, apparel, music art, and photography.

PUBLISHED CASE STUDIES · MAILCHIMP.COM/CASE-STUDIES

Directly designed the popup form for each brand. Outcomes from Mailchimp's published results.

Ravinia Festival - ~9K new leads in 6 weeks · 1.5x industry benchmark conversion · 11% YoY list growth

Country Thunder Music Festival - 27% of audience acquired via popup · custom form for Rockin' Thunder sub-brand

Essential Beauty & Piercing - 52% YoY subscriber growth · sitewide discount strategy accelerated list growth

Kaylin + Kaylin Pickles - 10.6% opt-in rate · quiz format powered segmentation

C3 Presents - 10x lift in email sign-ups · acquisition ratio improved from 10:1 to nearly 1:1

The Biker Company - popup-driven discount capture · open/CTR results above industry benchmarks

RECOGNIZED FOR

"Always fast and accurate- these two qualities make him an excellent partner. He often operates on limited instructions, but can creatively and proactively fill in gaps where they exist."

- CS Peer, Intuit Mailchimp performance review

"Walker consistently embodies the principle of 'leaving things better than you found them.' His dedication to improving processes and outcomes, paired with his meticulous and deep care for the customer experience, brings a sense of purpose to our team's work."

- Design Peer, Intuit Mailchimp performance review