

# Luis Martinez

Senior Product Designer

I am a Senior Product Designer specializing in UX strategy, design systems, and front-end development. I create data-driven experiences that drive engagement and revenue, with expertise in SaaS, e-commerce, and B2B platforms. My approach combines research, usability testing, and business strategy to design products that are both user-friendly and conversion-focused.

With a background in product strategy, visual design, and front-end development, I bridge the gap between design and engineering, ensuring a seamless user experience from concept to execution.



# I design scalable experiences that drive engagement and business impact

## User experience & Product Strategy

I specialize in **user research, journey mapping, and data-driven UX strategies** that connect business goals to user needs. My work focuses on **improving retention, engagement, and conversion rates through research-backed design decisions.**

## Scalable Design Systems & UI

With **10+ years of experience**, I design **scalable UI frameworks** and **design systems** that improve consistency, speed up development, and enhance usability. My work ensures that design decisions align with **accessibility standards and user behavior insights.**

## Leadership & Collaboration

I lead **cross-functional workshops, mentor designers,** and align **product, engineering, and business teams** to deliver **user-centric, high-impact solutions.** My focus is on **driving strategic alignment and scaling design practices across teams.**

I've designed impactful experiences across B2B and B2C, leading UX strategy, design systems, and e-commerce optimization for these brands





# Optimizing an E-Commerce Experience to Reduce Drop-Offs & Drive Conversions

**Role:** Lead UX Designer & Strategist

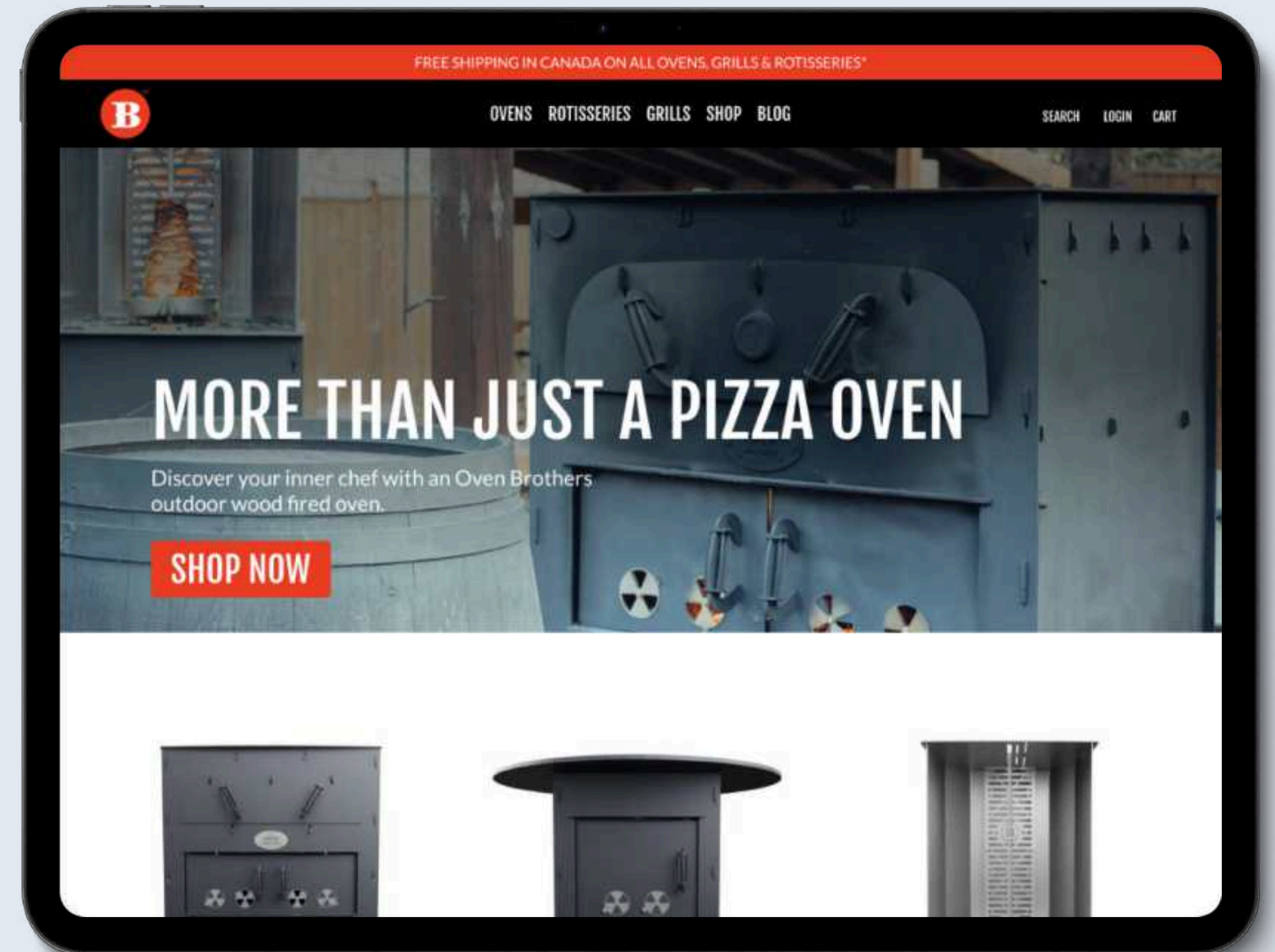
**Industry:** E-Commerce / Retail

## The Challenge

An e-commerce platform struggled with high drop-off rates, unclear product navigation, and checkout friction, resulting in lost revenue opportunities. The business needed a user-friendly experience that improved conversions and customer engagement.

## Results

- Checkout completion rate increased by 20% after simplifying the process.
- 50% increase in newsletter sign-ups due to better CTA placement and content strategy.
- 15% reduction in product page bounce rates, thanks to improved navigation.
- Enhanced brand consistency with cohesive UI design and professional product photography.



# Breaking Down the 8-Week Design & Development Process

Weeks 1 - 3

## Research & Discovery

Conducted four stakeholder interviews to understand business goals and pain points.

- Audited analytics & heatmaps → Found high bounce rates on product pages and checkout abandonment.
- User research revealed navigation confusion → Users couldn't easily find what they were looking for.
- Checkout had too many steps, creating unnecessary friction.

Weeks 3 - 4

## Product Strategy

- Defined KPIs for success: Improve checkout completion, reduce bounce rate, and enhance engagement.
- Mapped user flows & refined IA → Made navigation simpler and more intuitive.
- Conducted competitive analysis → Identified best practices to improve product page layouts.

Weeks 4-6

## Experience Design

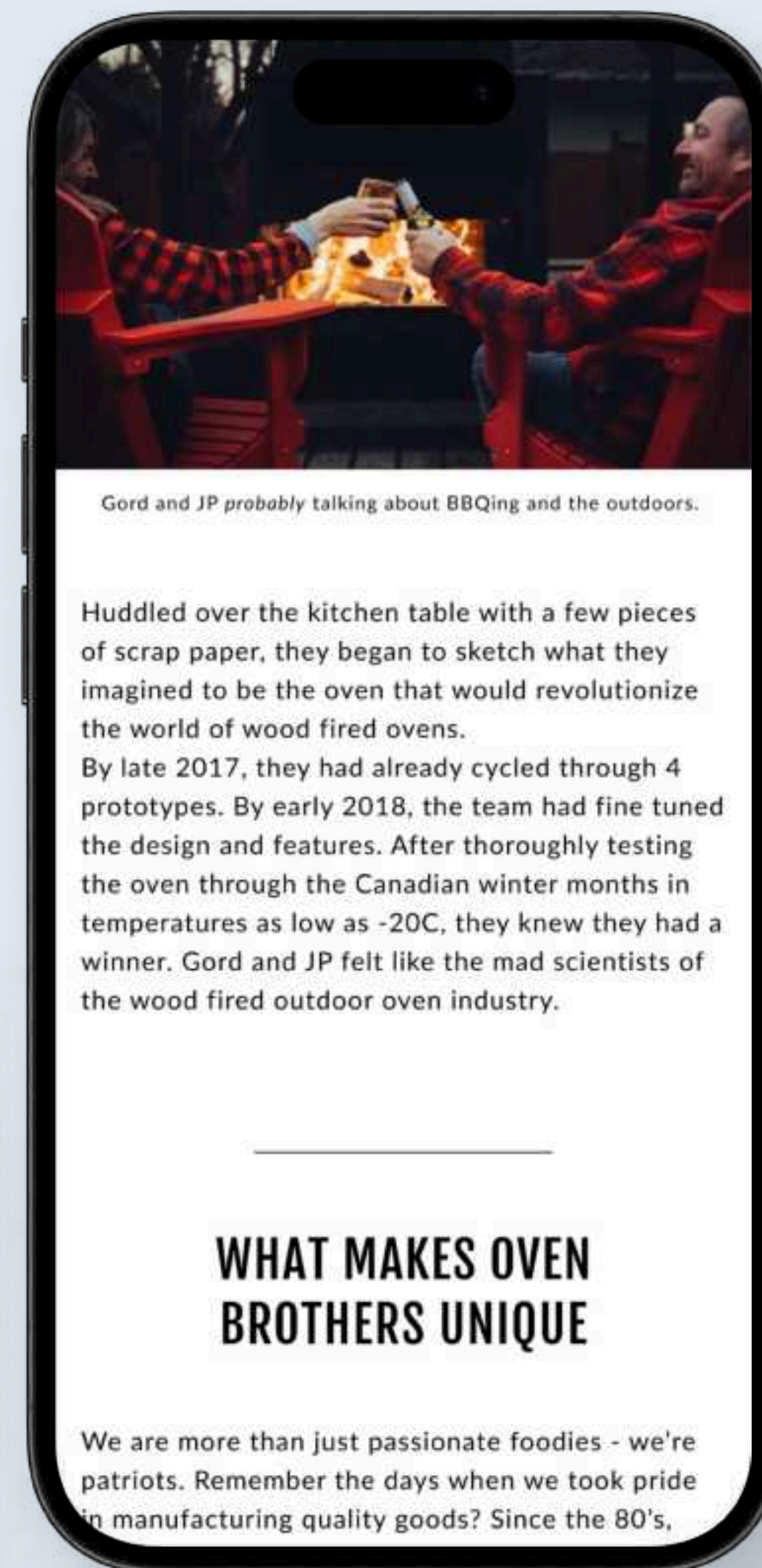
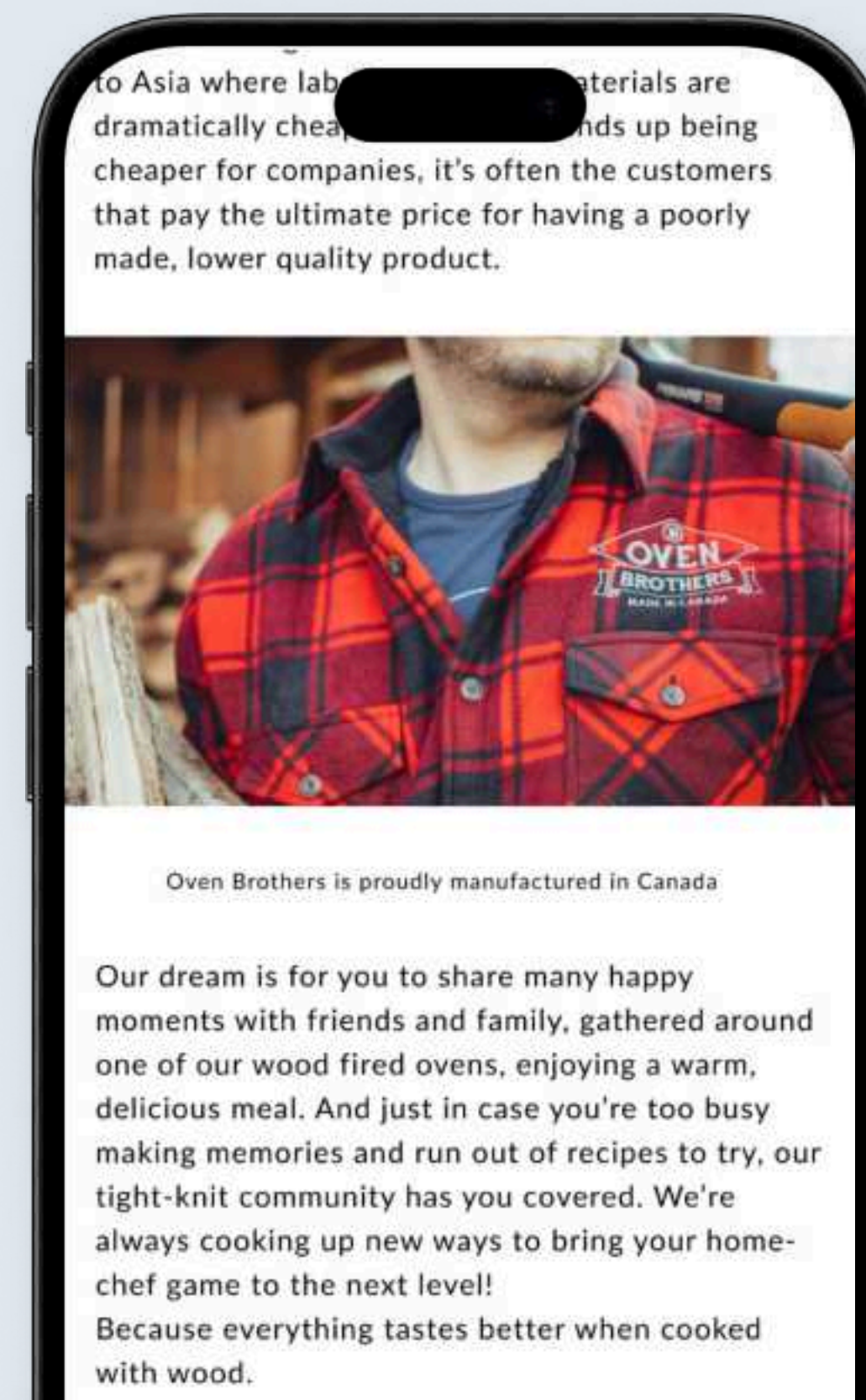
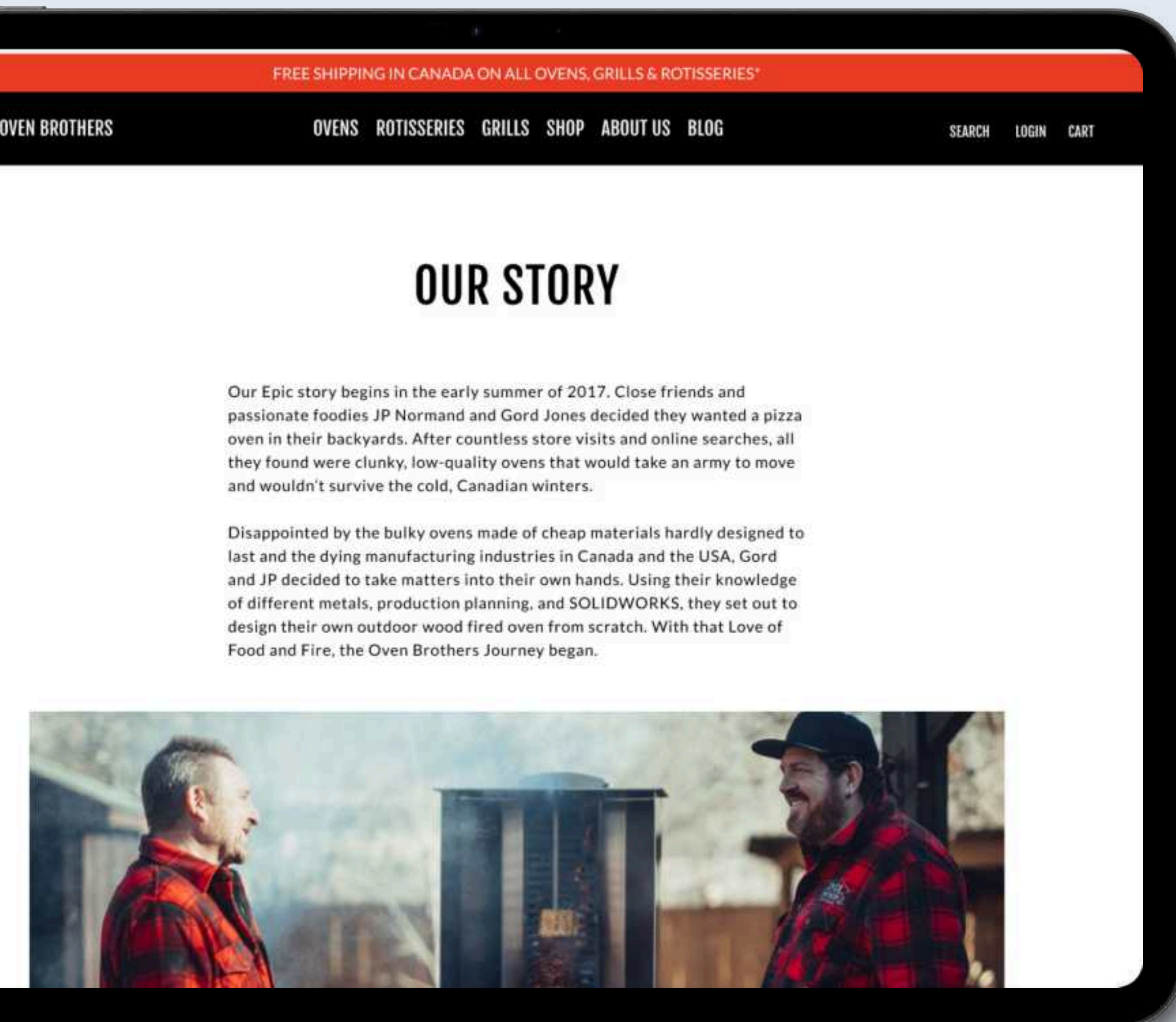
- Mapped and redesigned user flows to remove friction and increase conversion rates.
- Enhanced product pages with clearer CTAs and a refined content hierarchy, improving engagement.
- Optimized checkout flow → Removed unnecessary steps, reducing it from 6 to 4 steps.

LAUNCH

## Implementation & Launch

- Designed high-fidelity UI in Figma for homepage, product, and checkout flows.
- Led e-commerce photoshoot direction to improve brand consistency.
- Built Shopify-based UI components to allow flexible content updates.

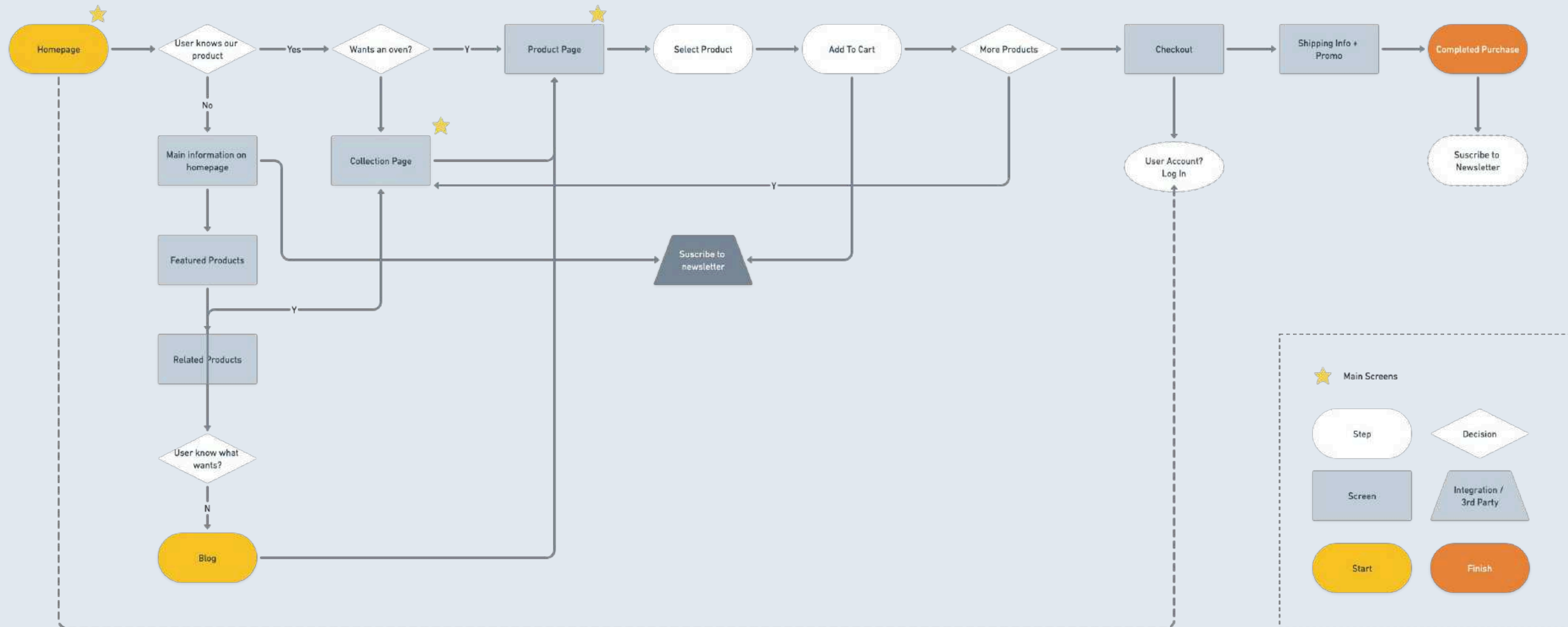




Responsive sections



# Redesigned navigation to simplify product discovery, reducing decision fatigue and improving conversion rates.



FJALLA

# TYPOGRAPHY

## TITLES

### H1 TITLE

FJALLA 3.052rem/48.83px // 64px

### H2 TITLE

FJALLA 1.953rem/31.25px // 40px

### H3 TITLE

FJALLA 1.25rem/20.00px // 32px

### H4 TITLE

FJALLA 1rem/16.00px // 24px

### H5 Title

FJALLA 1rem/16.00px // 24px

## PARAGRAPHS

### Paragraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc rhoncus lorem ac tortor pulvinar mattis. Nam auctor, libero id ultricies tempus, nibh nisl dictum nulla, at euismod eros orci eget lorem. Aenean sed mollis ex. Curabitur enim quam, vestibulum id semper eget, imperdiet ut nisl. Nunc nec diam non dolor eleifend rutrum a eu orci. Aenean auctor tincidunt luctus. Suspendisse consectetur consequat augue sed elementum. Nulla facilisi. Donec lacus purus, facilisis a orci vitae, viverra feugiat risus.

Lato 1rem/16.00px // 24px

### Paragraph Italic

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc rhoncus lorem ac tortor pulvinar mattis. Nam auctor, libero id ultricies tempus, nibh nisl dictum nulla, at euismod eros orci eget lorem. Aenean sed mollis ex. Curabitur enim quam, vestibulum id semper eget, imperdiet ut nisl. Nunc nec diam non dolor eleifend rutrum a eu orci. Aenean auctor tincidunt luctus. Suspendisse consectetur consequat augue sed elementum. Nulla facilisi. Donec lacus purus, facilisis a orci vitae, viverra feugiat risus.*

Lato Italic 1rem/16.00px // 24px

### Parragraph Bold

**Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc rhoncus lorem ac tortor pulvinar mattis. Nam auctor, libero id ultricies tempus, nibh nisl dictum nulla, at euismod eros orci eget lorem. Aenean sed mollis ex. Curabitur enim quam, vestibulum id semper eget, imperdiet ut nisl. Nunc nec diam non dolor eleifend rutrum a eu orci. Aenean auctor tincidunt luctus. Suspendisse consectetur consequat augue sed elementum. Nulla facilisi. Donec lacus purus, facilisis a orci vitae, viverra feugiat risus.**

Lato Bold 1rem/16.00px // 24px

### Paragraph Secondary

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc rhoncus lorem ac tortor pulvinar mattis. Nam auctor, libero id ultricies tempus, nibh nisl dictum nulla, at euismod eros orci eget lorem. Aenean sed mollis ex. Curabitur enim quam, vestibulum id semper eget, imperdiet ut nisl. Nunc nec diam non dolor eleifend rutrum a eu orci. Aenean auctor tincidunt luctus. Suspendisse consectetur consequat augue sed elementum. Nulla facilisi. Donec lacus purus, facilisis a orci vitae, viverra feugiat risus.

Lato 1rem/16.00px // 24px // #5F5F5F

# COLORS

## COLORS

rgba(235, 61, 36, 1)

#EB3D24

rgba(240, 110, 91, 1)

#F06E5B

rgba(242, 134, 118, 1)

#F28676

rgba(245, 158, 146, 1)

#F59E92

rgba(36, 210, 235, 1)

#ADEEF7

rgba(153, 234, 246, 1)

#ADEEF7

rgba(173, 238, 247, 1)

#ADEEF7

rgba(228, 249, 252, 1)

#E4F9FC

rgba(0, 0, 0, 1)

#2C2B2B

rgba(250, 250, 250, 1)

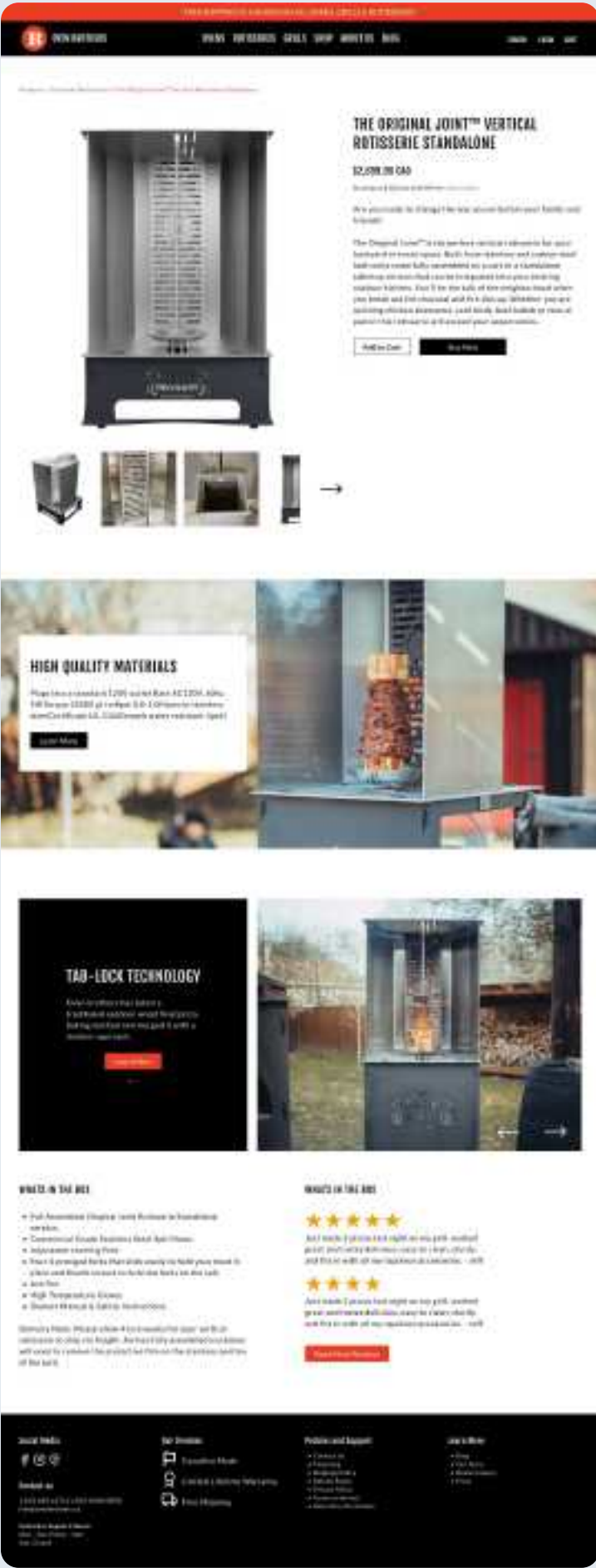
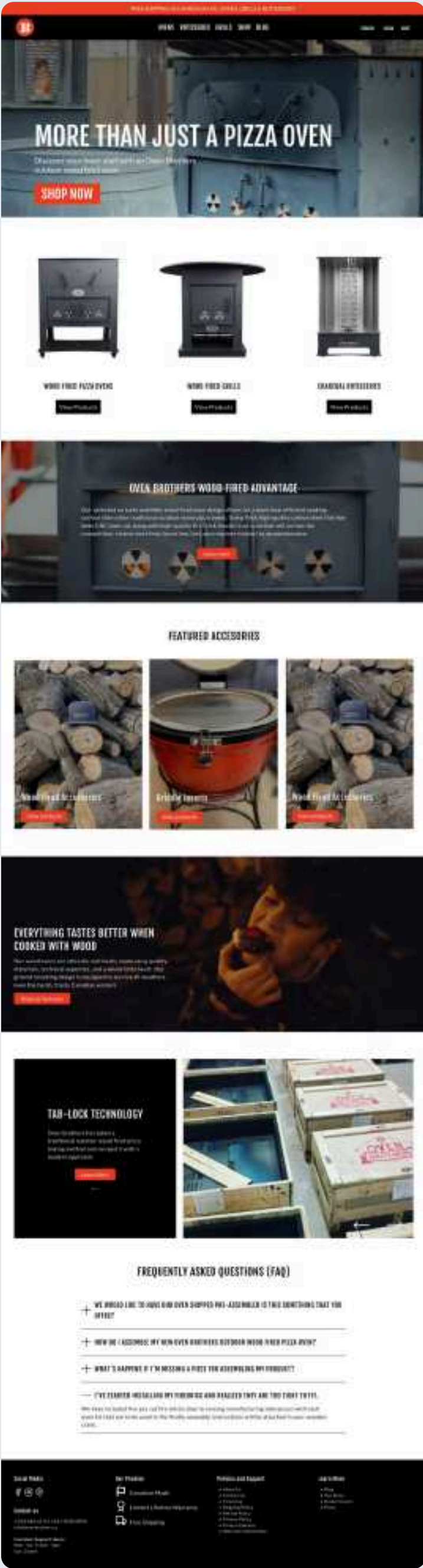
#FAFAFA

rgba(95, 95, 95, 1)

#5F5F5F

Established a consistent design language by refining typography and colors, ensuring brand cohesion across dynamic layouts.





## Results

- A streamlined checkout flow reduced friction, increasing completed purchases by 20%.
- Strategic CTA placement and improved content hierarchy led to a 50% increase in newsletter sign-ups.
- 15% reduction in product page bounce rates, thanks to improved navigation.
- Enhanced brand consistency with cohesive UI design and professional product photography.

Designed and developed key screens—including home, information, and product detail pages—establishing a scalable framework for the entire website.



# Scaling Email Campaign Production with a Modular Design System

**Role:** Senior Product Designer

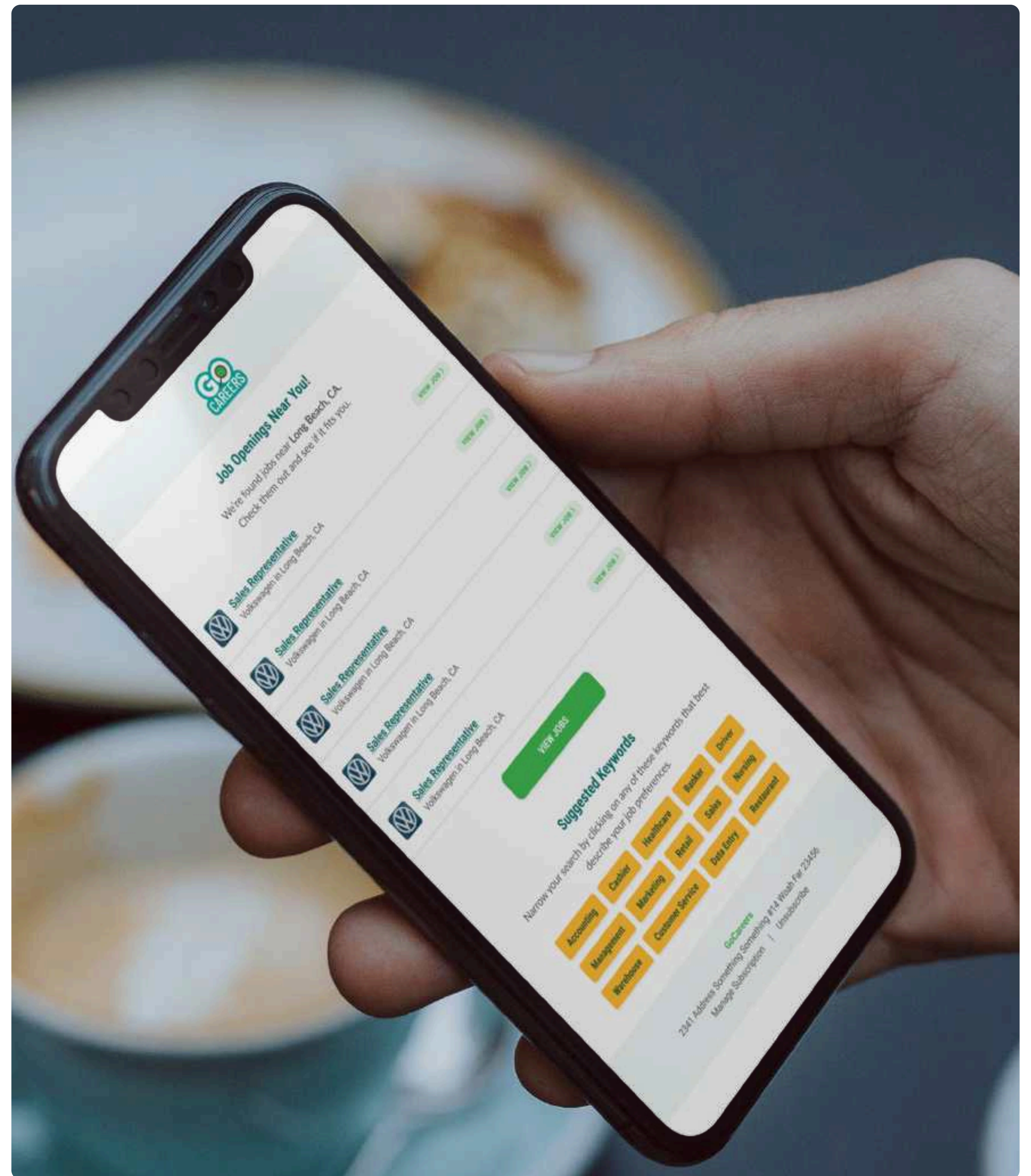
**Industry:** Marketing Tech & Email Campaign Systems

## The Challenge

The email production process was slow, inconsistent, and difficult to scale. Emails were manually coded, leading to long development times, frequent errors, and inconsistencies across campaigns. The company needed a standardized, scalable system to reduce development time, improve performance, and ensure design consistency.

## Results

- Cut email development time from 2 days to 1 hour using reusable components.
- Boosted CTR by 20% with optimized CTA placement, improved readability, and mobile-friendly layouts.
- Improved cross-platform compatibility (Gmail, Outlook, Apple Mail), reducing rendering issues.
- Established a scalable email system for consistent branding across campaigns.





# Building a Scalable Modular Email System in 8 Weeks

Weeks 1 - 3

## Research & Discovery

- Interviewed key stakeholders (marketing, development, and data teams) to identify workflow inefficiencies and performance gaps.
- Analyzed 100+ past campaigns to uncover trends in deliverability, engagement, and conversion performance.

Weeks 3 - 4

## Product Strategy

- A/B tested different email structures (text-heavy, image-driven, hybrid) to find the most effective format.
- Mapped out modular design components to ensure flexibility while maintaining brand consistency.
- Defined success KPIs (higher open rates, better deliverability, increased click-through).

Weeks 4-6

## Experience Design

- Collaborated with developers to improve email rendering across Gmail, Outlook, and Apple Mail.
- Designed responsive layouts to ensure seamless viewing across desktop, mobile, and tablet.
- Eliminated layout inconsistencies that previously caused branding mismatches and delivery issues.

LAUNCH

## Implementation & Launch

- Developed a scalable component system → Allowed marketers to quickly generate emails without coding.
- Implemented MJML-based templates → Ensured cross-client compatibility and reduced formatting issues.
- Standardized reusable blocks for consistent branding across all campaigns.

# Standardizing Email Templates to Accelerate Development & Ensure Consistency

Careers & More

Job Posts

Preferences

Word Suggestions

best fits your preferred job so we can help you with your job search!

Healthcare

Banker

Driver

Restaurant

Sales

Nursing

Customer Service

Data Entry

Irvine, CA

Irvine, CA. Check out all the open

	<a href="#">Healthcare</a>
	<a href="#">Customer Service</a>
	<a href="#">Administrative</a>
	<a href="#">Receptionist</a>

opportunities on Jobright

Fast Jobs Today

Home

Job Posts

Preferences

12,123+ Administrative jobs near Irvine, CA

M

Administrative Assistant

Walmart - Irvine, CA

M

Administrative Assistant

Walmart - Irvine, CA

M

Administrative Assistant

Walmart - Irvine, CA

M

Administrative Assistant

Walmart - Irvine, CA

VIEW ALL JOBS

Search by Career Field

Fast Jobs Today

FEATURED STORIES

Trump announces suspension of immigration into US in a tweet

April 21 2020

"In light of the attack from the Invisible Enemy, as well as the need to protect the jobs of our GREAT American Citizens, I will be signing an Executive... [READ MORE](#)

US stock futures sink as oil plummets

April 21 2020

Coca-Cola (KO) said volume sales are plummeting, and the company is expecting a difficult second quarter. Half of Coca-Cola's sales come from away-from... [READ MORE](#)

Trump announces suspension of immigration into US in a tweet

April 21 2020

"In light of the attack from the Invisible Enemy, as well as the need to protect the jobs of our GREAT American Citizens, I will be signing an Executive... [READ MORE](#)

US stock futures sink as oil plummets

April 21 2020

Coca-Cola (KO) said volume sales are plummeting, and the company is expecting a difficult second quarter. Half of Coca-Cola's sales come from away-from... [READ MORE](#)

Trump announces suspension of immigration into US in a tweet

April 21 2020

"In light of the attack from the Invisible Enemy, as well as the need to protect the jobs of our GREAT American Citizens, I will be signing an Executive... [READ MORE](#)

US stock futures sink as oil plummets

April 21 2020

Coca-Cola (KO) said volume sales are plummeting, and the company is expecting a difficult second quarter. Half of Coca-Cola's sales come from away-from... [READ MORE](#)

Fast Jobs Today

Home

Job Posts

Preferences

Popular Keywords

Here are popular keywords to help speed up your job search.

Administrative Assistant

Sales

Driver

Healthcare

Something

Engineering

Administrative Assistant

Sales

Driver

Healthcare

If you're looking for something else, [create a job alert for it!](#)

EmploymentPop

|

34524 Something Avenue, Something City, LA 34256

You are receiving this email because you've opted in with email@email.com.

[Manage your email preferences.](#)

Accounting	Cashier	Healthcare
Banker	Driver	Management
Marketing	Restaurant	Sales
Nursing	Warehouse	Retail
Customer Service	Data Entry	Maintenance

Looking for something else?

Check out the popular keywords in your area

Careers & More

TRENDING STORIES

21 positive for coronavirus on coast

SAN FRANCISCO (AP) — Twenty-one people on the California coast tested positive for the new coronavirus.

21 positive for coronavirus on coast

SAN FRANCISCO (AP) — Twenty-one people on the California coast tested positive for the new coronavirus.

21 positive for coronavirus on coast

SAN FRANCISCO (AP) — Twenty-one people on the California coast tested positive for the new coronavirus.

Hi Margaret,

Here are some **Sales** jobs for you. You have **9341** more jobs to view.

[Outside Sales Representative](#)

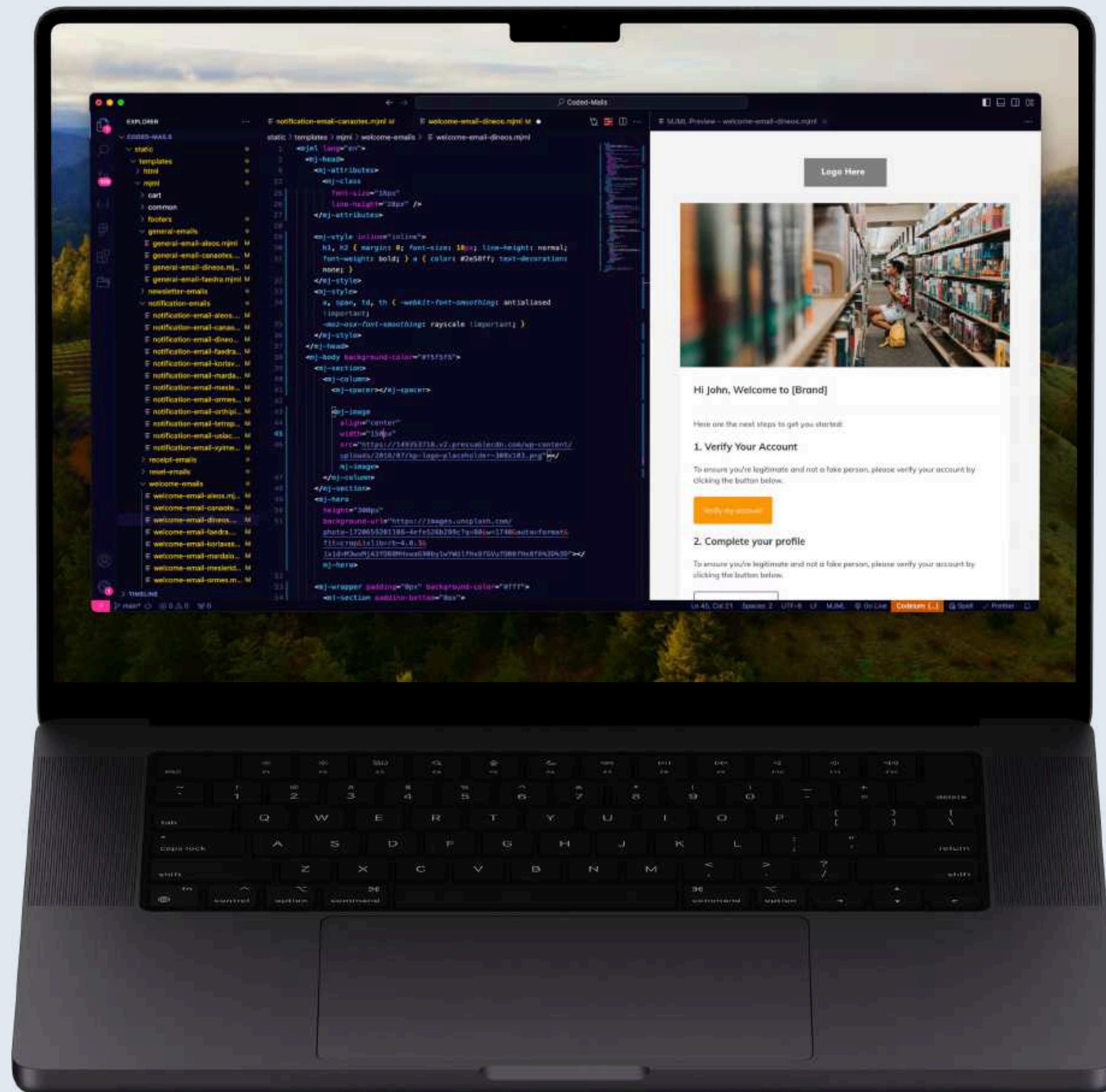
Spectrum - Fullerton, CA

[Outside Sales Representative](#)

Spectrum - Fullerton, CA

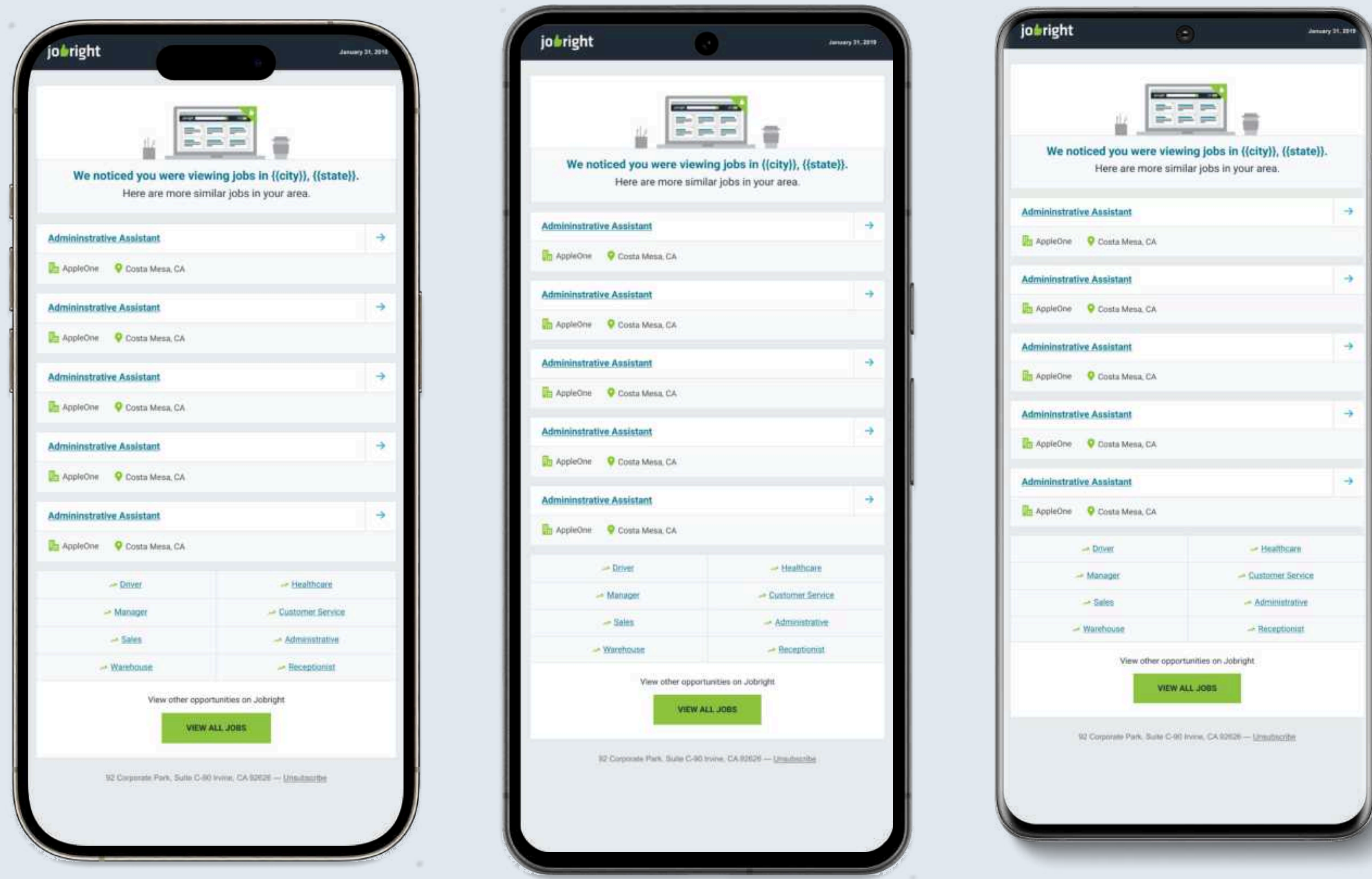
[Outside Sales Representative](#)





A key challenge was ensuring visual consistency across emails. I streamlined typography and color usage, reducing inconsistencies while maintaining brand identity. At the same time, I introduced flexible section layouts to add visual variety without compromising cohesion.





Ensured ISP and device compatibility for seamless email delivery



# Optimizing a Language School's Digital Experience to Boost Enrolment & Engagement

**Role:** Lead UX Designer & Strategist

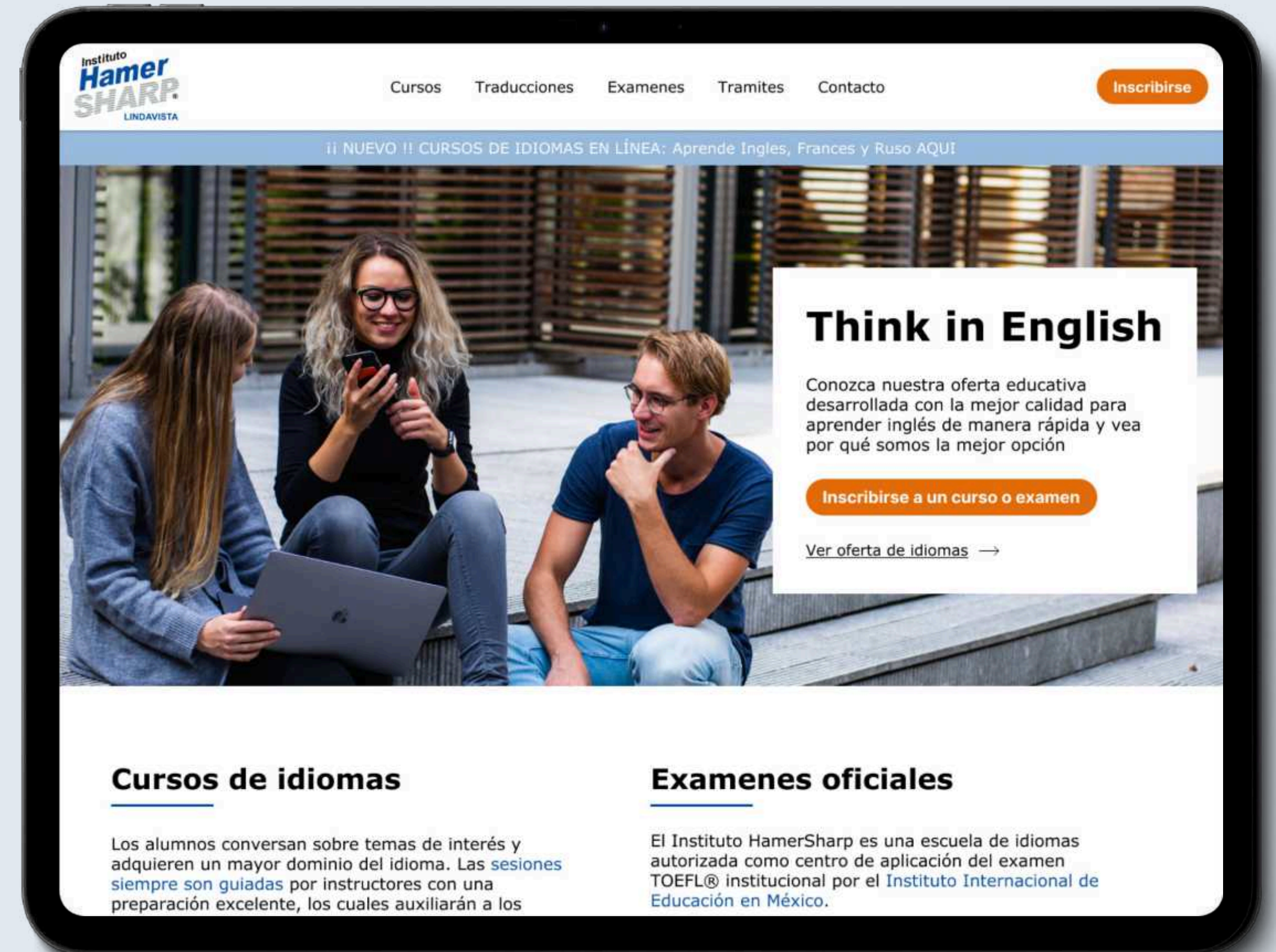
**Industry:** Education / E-Learning

## The Challenge

Hamerssharp Lindavista, the largest branch in a network of 12 schools, faced declining sales due to competition from third-party language apps and an ineffective reporting system. Their website lacked clarity, making it difficult for users to navigate courses and enroll. The goal was to redesign the digital experience to improve conversion rates and uncover new revenue opportunities.

## Results

- Increased TOEFL, IELTS, and DELF sign-ups by 50% within six months.
- Reduced inquiry calls by 30%, improving operational efficiency.
- Strengthened brand identity, leading Lindavista to separate from Hamerssharp and operate independently by the end of 2021.



# A 6-Week Sprint for Website Redesign & Business Growth

Weeks 1 - 2

## Research & Discovery

- Conducted stakeholder interviews with school owners and principals to understand business goals.
- Analyzed enrolment trends and customer pain points → Discovered a disconnect between language apps and student inquiries.
- Identified key opportunities to improve online visibility and conversions.

Weeks 3 - 4

## Experience & Visual Design

- Redesigned the website to enhance navigation and usability.
- Created a clearer information hierarchy to highlight key offerings.
- Developed a mobile-friendly layout to improve accessibility.

LAUNCH

## Implementation & Launch

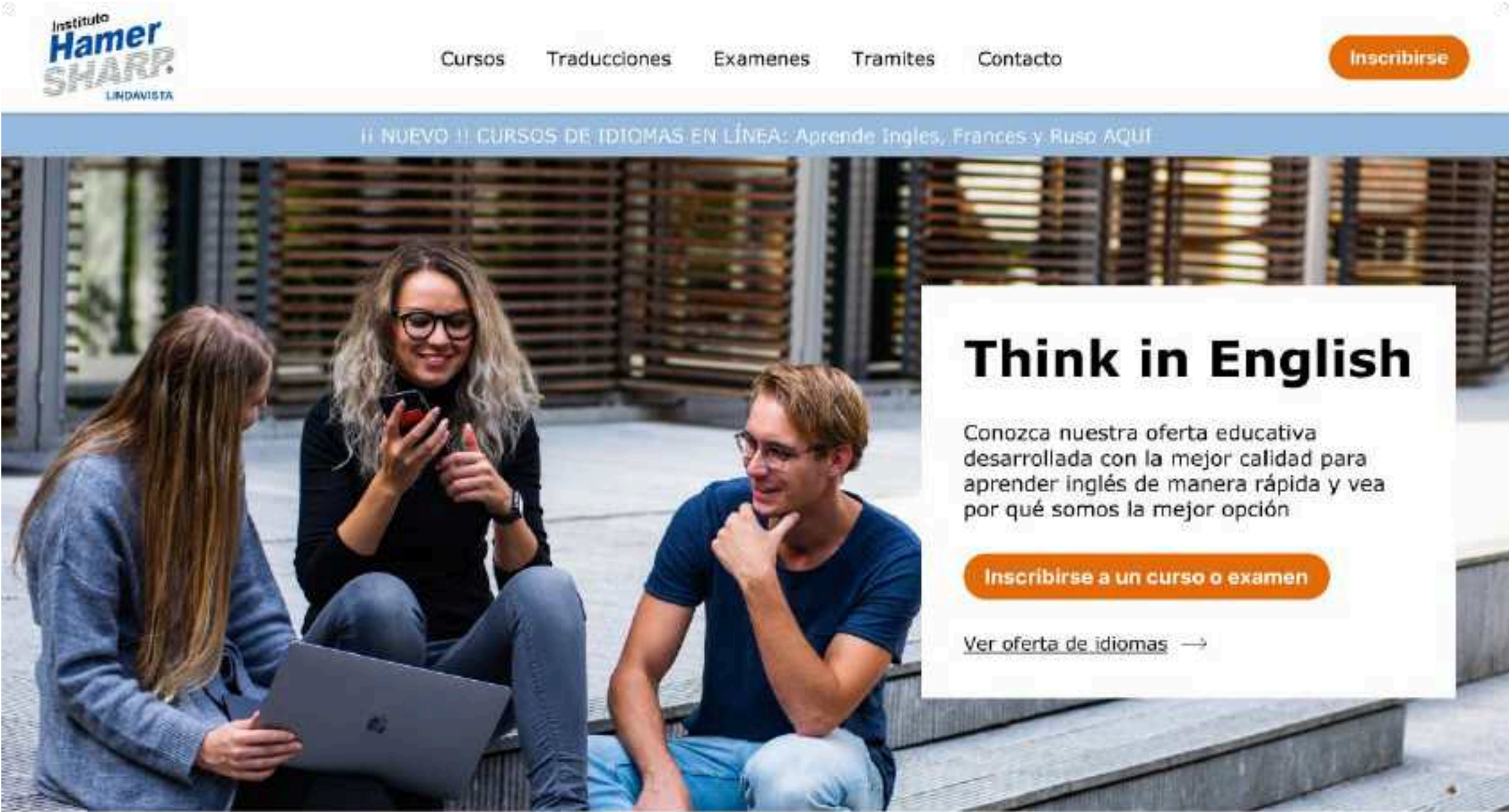
- Built the website with scalable UI components for easy content updates.
- Prioritized online exam booking to streamline the enrollment process.
- Launched the redesign, leading to a 50% increase in TOEFL, IELTS, and DELF sign-ups within six months.



Before



After



### Cursos de idiomas

Los alumnos conversan sobre temas de interés y adquieren un mayor dominio del idioma. Las sesiones siempre son guiadas por instructores con una preparación excelente, los cuales auxiliarán a los alumnos en todo momento. Haz click aquí para conocer la oferta de idiomas

[Ver oferta de idiomas](#) →

### Exámenes oficiales

El Instituto HamerSharp es una escuela de idiomas autorizada como centro de aplicación del examen TOEFL® institucional por el Instituto Internacional de Educación en México.

[Ver exámenes oficiales](#) →

### Información general de Inglés para empresas



# How Stakeholder & Student Feedback Shaped the Website Redesign

## Stakeholders

Stakeholders saw the website as disconnected from their marketing strategy. They wanted to move away from the official branding to emphasize high-demand courses and online enrolment.

## Students

Due to school closures, I coordinated surveys through staff, but response rates were low.

### Sample questions included:

- Why did you choose Hamersharp Lindavista?
- What is not available or easy to find on the website of all the school offerings?
- What was confusing on the website?

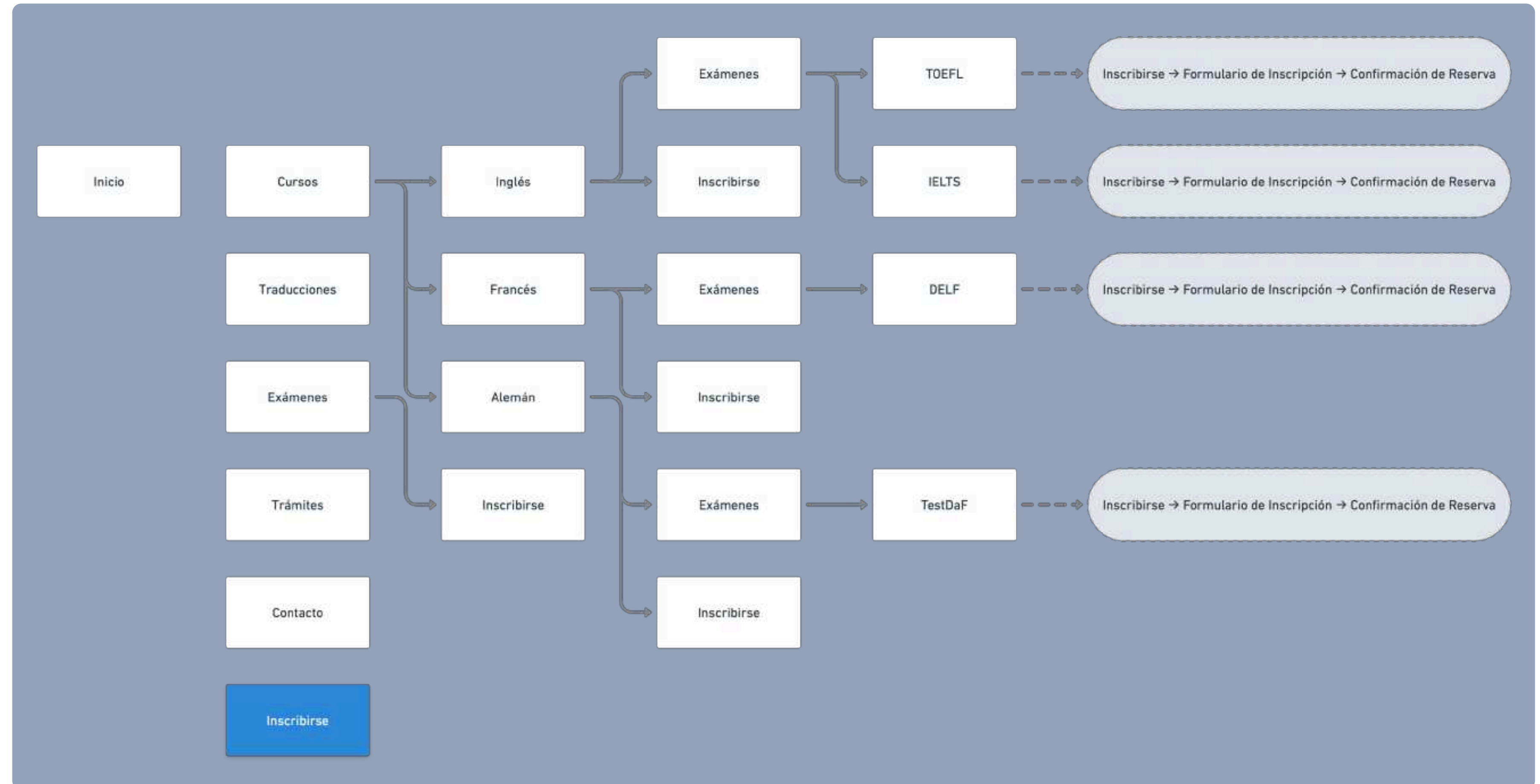
## Discoveries

- Exam booking was the top priority, but the process was unclear and required staff assistance.
- Many students didn't realize they could use the website to register or get course details.
- Vital information (exam dates, pricing, registration steps) was buried, leading to confusion.

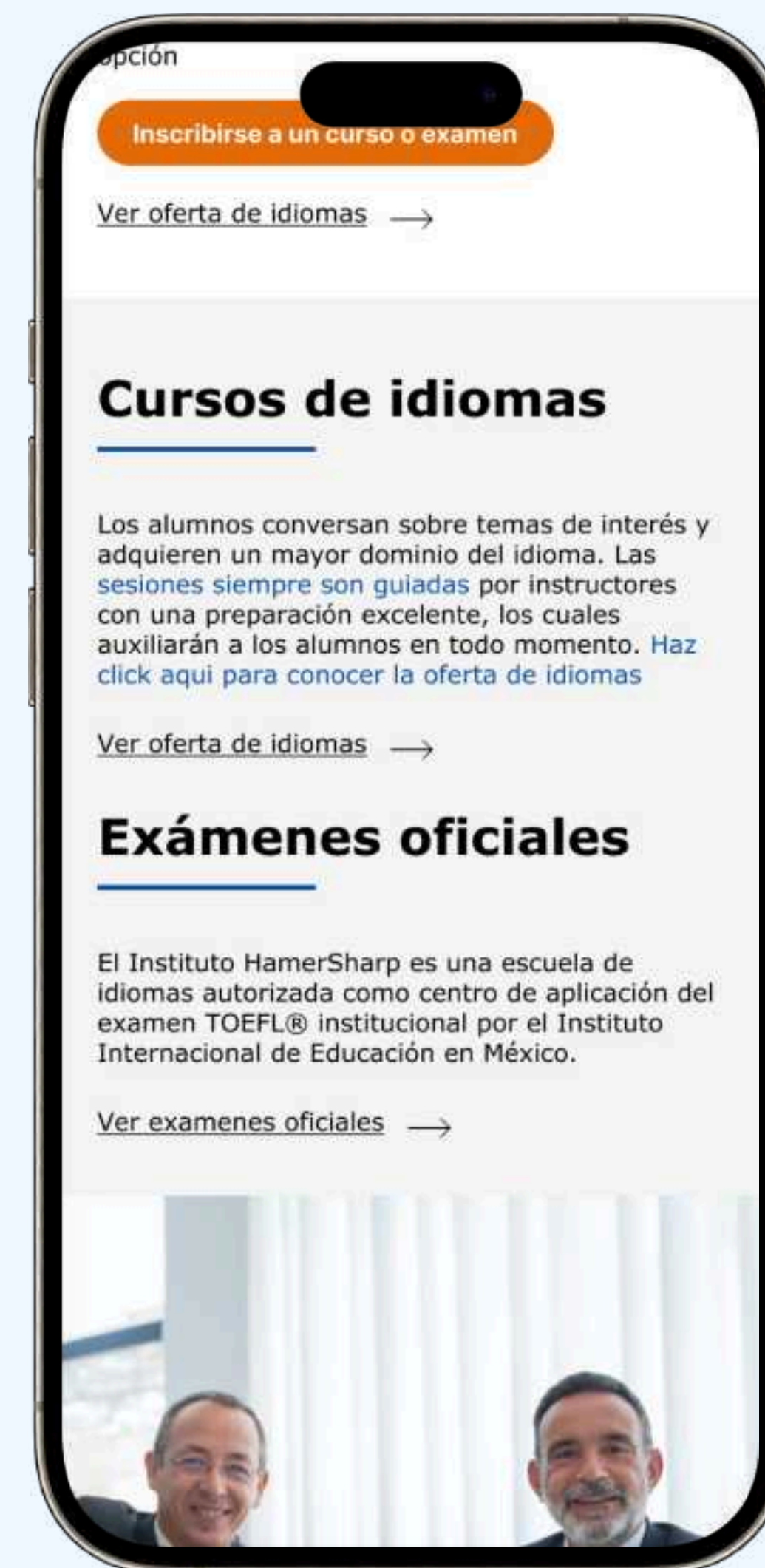
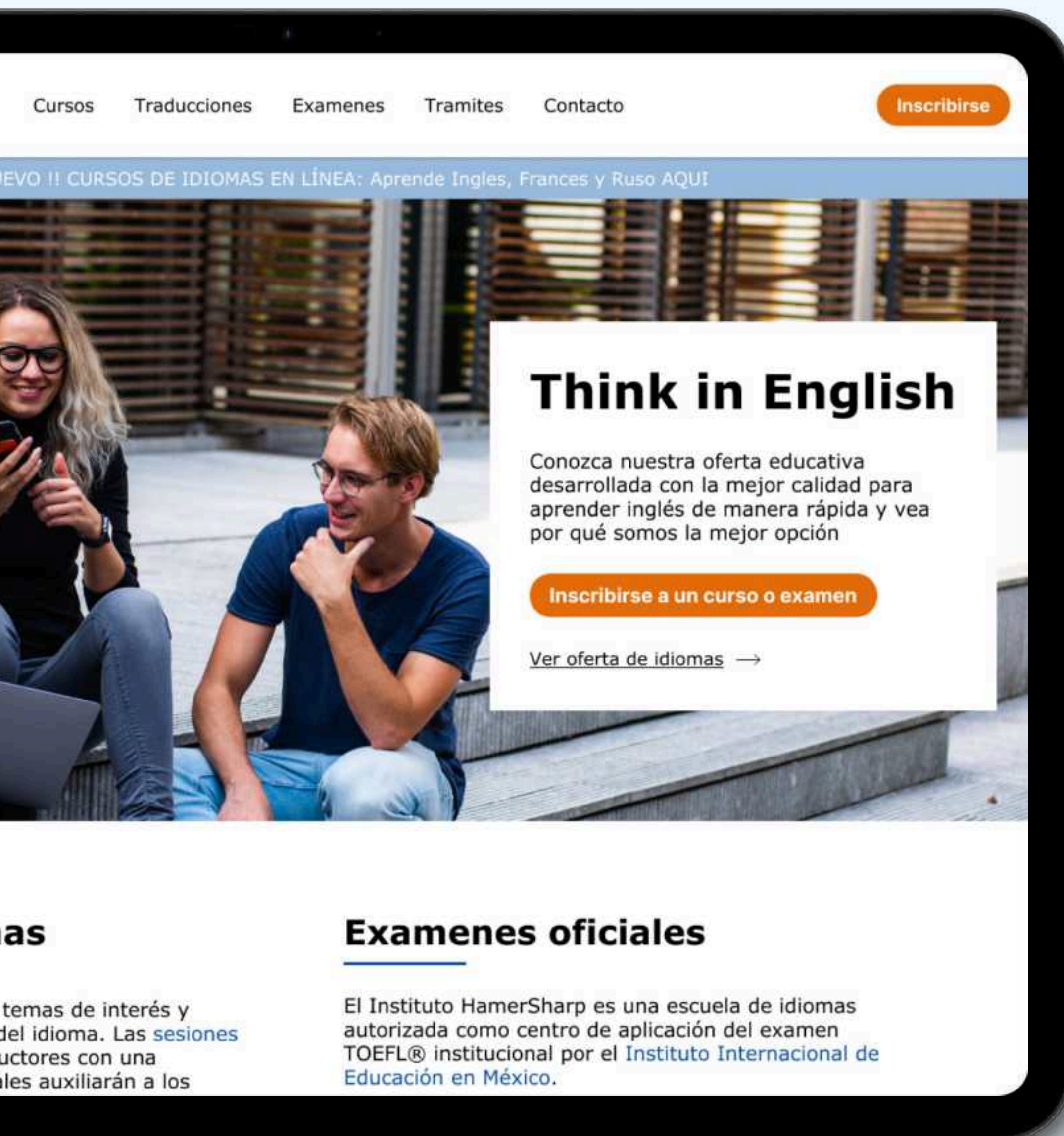


# To improve usability, I restructured the website navigation based on stakeholder goals and student behavior insights.

- Streamlined Exam Booking – Since most students visited the site to register for exams, I placed “Exams” and “Enrol” in prominent positions.
- Clearer Paths to Registration – I ensured each exam type (TOEFL, IELTS, DELF, TestDaF) had a direct, intuitive flow from discovery to confirmation.
- Simplified Navigation – Before, students struggled to find exam details. I reduced unnecessary pages and grouped related content, making it easier to access.
- Business & User Alignment – The school wanted to increase enrollments, so I optimized the flow to guide users toward registration faster.









Home

Home

Home



Home

Home →

Active Label

Inactive Label

# Think in English

Conozca nuestra oferta educativa desarrollada con la mejor calidad para aprender inglés de manera rápida y vea por qué somos la mejor opción

Inscribirse a un curso o examen

Ver oferta de idiomas →



## Card with picture

Lorem ipsum dolor sit amet consectetur. Eismod donec et fermentum dignissim nascetur justo tempor eu. Lorem nunc nunc ullamcorper ullamcorper blandit placerat orci dictum. Rhoncus fusce diam rhoncus quis nisl mauris diam.

Lorem ipsum dolor sit amet consectetur. Eismod donec et fermentum dignissim nascetur justo tempor eu.

Lorem nunc nunc ullamcorper ullamcorper blandit placerat orci dictum. Rhoncus fusce diam rhoncus quis nisl mauris diam.

## Card with only text

Lorem ipsum dolor sit amet consectetur. Eismod donec et fermentum dignissim nascetur justo tempor eu. Lorem nunc nunc ullamcorper ullamcorper blandit placerat orci dictum. Rhoncus fusce diam rhoncus quis nisl mauris diam.



**Juan Dominguez**  
Estudiante



consectetur adipiscing elit. Sed congue interdum ligula a dignissim. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lobortis orci elementum egestas lobortis. Sed lobortis orci elementum egestas lobortis.

Thanks for your time!

Let's build something great together

Luis Martinez • [luis@luismtz.me](mailto:luis@luismtz.me) • 819 592 8435