

# Luis Martinez

## Product Designer & Front-End Developer

Product Designer and Front-End Developer with over ten years of experience helping small and medium B2C businesses to plan, design, and develop their websites.

### EXPERIENCE

#### Senior Web Designer

May 2022 - Current

**Capital BBQ** Ottawa, Ontario, Canada

Capital BBQ has been in business for 30 years as the largest specialized BBQ and grill store in the Ottawa/Gatineau region. BBQing.com is Capital BBQ's online store and one of the first to offer grilling accessories across Canada.

- Simplified the email newsletter design process by establishing a system of procedures reducing the time from plan to launch by 66%
- Updated the information architecture of Capital BBQ's e-commerce website to allow the correct categorization of over 1000 products and reduce the stress set on the data entry personnel
- Standardized Capital BBQ's and BBQing.com brand colors, typographic use, and stock images to create a coherent look across all marketing materials.
- Improved email marketing segments by pairing user actions and past buyer information to better target campaigns resulting in a 37% increase in open rates
- Created wireframes for a mobile version of the e-commerce site, reducing the time to market by 25%

#### Senior Product Designer

September 2022 - Current

**Oven Brothers** Ottawa, Ontario, Canada

Oven Brothers is a wood-fired pizza oven company based in Canada that manufactures flat-packed steel ovens that last a lifetime.

- Led the strategy, user flows, and information architecture of the website redesign, which increased subscribers by 50% in the first two months since the site relaunch.
- Improved the site's navigation by eliminating unnecessary pages and categories, reducing the number of clicks from the homepage to the checkout to four.
- Built a Help Center to aid in solving customer inquiries which reduced the number of support requests by 20%
- Directed a photo and video shoot to generate marketing assets and stock imagery.
- Authored Oven Brothers' brand style guide to ensure consistency across web, print, and social media channels

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### SKILLS

#### Design

Information Architecture  
User flows and wireflows  
Journey Mapping  
Visual Design  
Responsive Web Design  
Interaction Design  
Front-End Development

#### Research

Competitive Analysis  
Usability Testing

#### Strategy

UX Strategy  
Marketing

### TOOLS

Figma  
Sketch  
Affinity Suite  
Adobe CC  
Whimsical  
WordPress  
HTML  
CSS3 / SCSS  
WordPress  
Shopify  
Interaction Design

## Web Designer and Email Developer

September 2021 - September 2022

### LANGUAGES

### ProGroup X Los Angeles, California - Remote

ProGroup X specializes in email marketing and provides subscribers with the most relevant job postings with their managed network of over 20 job aggregators.

- Designed and developed an email toolkit to enable teams to quickly build mobile-responsive emails and maintain visual consistency, leading to time savings of over five hours per week for 20+ brands.
- Designed and resized advertiser ad units, branded units, and social media visuals for various web projects.
- Effectively collaborated with PM, engineers, and business stakeholders remotely.
- Developed websites, design systems, and landing pages in WordPress and Next.js for 20+ web properties.
- Prepared user flows, wireframes, mockups, and visual elements for four new projects.

Proficient English: C1

Basic French: B1

Native Spanish

### CERTIFICATIONS

Codeable Certified

Wordpress Expert

Klaviyo Deliverability  
Certified

## Co-Founder and UX/UI Designer

June 2014 - September 2021

### Cómo Se Llama Mexico City, Mexico

Como se llama was a boutique web design studio helping small to medium businesses compete online. It closed its doors in September 2021

- Designed engaging wireframes, information architecture, and sketches according to the clients' objectives, achieving a faster development.
- Owned product design end-to-end, from requirement analysis to ideation, workflows, to wireframes, prototypes, testing for 10+ brands.
- Developed 10+ Shopify and WooCommerce e-commerce sites; reduced bounce rates by 30% and increased leads by 20%
- Revamped website flows and navigation menus, reducing the frequency of misdirected customer service queries by 150% and increasing traffic previously neglected pages for a language school
- Led multi-disciplinary 4 person team to design, develop, and launch online e-commerce store; prioritized and resolved 15+ new features and bug fixes

## UX/UI Designer

January 2013 - October 2014

### TV Azteca Mexico City, Mexico

TV Azteca is the second largest broadcasting company in Mexico. They were the first network to start content creation for a variety of online platforms, such as podcasts, social media and Youtube.

- Implemented a design system establishing layouts, typographic styles, and colors; that cut the design process time by 20%
- By designing dashboards for various Key Performance Indicators (KPIs), I was able to decrease internal testing time by 30%.

## Co-founder and Visual designer

February 2011 - December 2013

### Tres y tres Mexico City, Mexico

Tres y tres was a small graphic design studio located in the heart of Mexico City. It operated for two years, developing a reputation for delivering high-quality designs that captured the essence of its clients' brands.

- Established brand strategy and marketing campaign, utilizing social media, guest blogging, and affiliates to grow awareness and build brand loyalty; over 80k followers across all social media platforms
- Produced wireframes, mockups, prototypes, and programmed for a weekly interactive infographic with HTML, CSS, and Javascript for a medical clinic

## EDUCATION

### Master of Design

University of New South Wales Sydney, Australia

### Bachelor of Arts, Communication

Universidad Iberoamericana Mexico City, Mexico