

Luis Martinez

Product Designer

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Portfolio: <https://luismtz.me/LuisMartinezPortfolio.pdf>

CAREER PROFILE

Experienced Product Designer with a Master's Degree in Design and a strong background in UX/UI. Proven expertise in developing user-centric solutions with a history of leading design teams and running a design-focused company. Skilled in mentoring designers and driving innovation.

PROFESSIONAL EXPERIENCE

Product Designer May 2022 - April 2024

CapitalBBQ - 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.

- Optimized Capital BBQ's online branding by aligning visuals and messaging with user preferences identified through A/B testing and analytics.
- Improved the information architecture of Capital BBQ's e-commerce platform, facilitating the categorization of 1000+ products and streamlining data entry processes
- Achieved a 37% increase in email open rates and a 25% rise in click-through rates by implementing a new email marketing strategy.
- Developed wireframes for a mobile e-commerce site, resulting in a 25% reduction in time to market.

Senior Product Designer September 2022 - January 2023

Oven Brothers - Ottawa, Ontario, Canada

Oven Brothers is a Canadian wood-fired pizza oven manufacturer that manufactures flat-packed steel ovens that last a lifetime.

- Bettered e-commerce website navigation based on data analysis, decreasing checkout time by 50% and boosting conversion rates by 20%.
- Established a comprehensive Help Center, reducing customer support tickets by 20% and improving customer self-service.
- Authored a detailed brand style guide, leading to a more consistent brand experience across web, print, and social media.

UX/UI Designer September 2021 - September 2022

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.

- Created an email toolkit that cut design time by 75%, allowing for rapid deployment of marketing campaigns.
- Collaborated remotely with product managers and engineering teams using Agile methodologies, accelerating project delivery by 30% and improving inter-departmental communication.
- Developed websites, design systems, and landing pages in WordPress and Next.js for 20+ web properties.

EDUCATION

Master of Design

University of New South Wales
Sydney, Australia

Bachelor of Arts, Communication

Universidad Iberoamericana
Mexico City, Mexico

Social Entrepreneurship Diploma

Universidad Iberoamericana
Mexico City, Mexico

**Dynargie Soft Skills Facilitator
Certification**

Dynargie
Porto, Portugal

CERTIFICATIONS

Verified Designer - **Uxcel**

Certified Wordpress Expert - **Codeable**

Deliverability Certified - **Klaviyo**

SMS Strategy Certified - **Klaviyo**

Product Analytics Certification - **Pendo**

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. Closing its doors in September 2021.

- Utilized direct customer feedback to create user-centric wireframes and prototypes, leading to a 10% decrease in time-to-market.
- Led end-to-end product design process for over 10 brands, including requirement analysis, ideation, workflows, wireframes, prototypes, and testing.
- Led the UX/UI design for 10+ Shopify and WooCommerce e-commerce sites, employing user-centric design principles and testing to boost average transaction value by 20% and user satisfaction scores.
- Revamped website flows and navigation menus, reducing the frequency of misdirected customer service queries by 150% and increasing traffic to 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.

- Developed a comprehensive design system, reducing the design process time by 20% and improving team efficiency.
- Designed intuitive analytics dashboards to monitor real-time user data, facilitating a data-driven design approach that improved strategic decision-making by 30%.

Visual and Interaction 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.
- Created interactive infographics for a medical clinic, translating complex data into user-friendly visual formats, increasing patient engagement and website traffic.

SKILLS

Design

Information Architecture, User flows and wireflows, Journey Mapping, Visual Design, Responsive, Web Design, Interaction Design, Prototyping, User-Centered Design, Design Thinking

Research

Competitive Analysis, Usability Testing

Strategy

UX Strategy, Marketing

TOOLS

Figma, Sketch, InVision, Adobe XD, Zeplin, Affinity Suite, Adobe CC, Whimsical, WordPress, HTML, CSS3 / SCSS, Astro, Greensock, React, WordPress, Shopify

LANGUAGES

Proficient English: C1

Basic French: B1

Native Spanish