

Luis Martinez

Senior Product Designer

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Professional Summary

Senior Product Designer with 10+ years leading **end-to-end product strategy** for SaaS, e-commerce, and B2B platforms. Proven track record of **driving \$2M+ revenue growth** through user-centric design systems, cross-functional leadership, and data-driven optimizations. Expert in **scaling products** from 0→1 and aligning UX with business KPIs.

Core Skills & Expertise

- **Product Strategy:**
UX/UI Design | Design Systems | User Research & Testing | Information Architecture
 - **Technical Tools:**
Figma (Advanced) | Sketch | HTML/CSS | React Components | Tailwind | WCAG 2.
 - **Leadership:**
Agile Methodology | Cross-functional Workshops | Stakeholder Management | Mentoring
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Professional Experience

Founder & Principal Designer – SummerDays Studio

April 2024 – Present

- **SaaS Platform Optimization:** Redesigned core workflows for a B2B analytics tool, **increasing conversion by 15%** (\$450K annual revenue uplift) and reducing checkout time by 30%.
- **Cross-Functional Leadership:** Led remote workshops with engineering and PM teams to align on a unified design system, **cutting sprint cycles by 20%**.

Product Designer – CapitalBBQ

May 2022 – April 2024

Ottawa/Gatineau's Largest Specialized BBQ & Grill Store

- **Checkout Redesign:** Simplified a 12-step flow to 6 steps, **slashing checkout time by 50%** and increasing conversions by 20% (\$1.2M annual revenue).
- **Design System Scaling:** Eliminated 200+ hours of design debt by implementing a component library, **boosting engagement by 25%** and accelerating feature launches by 40%.
- **Data-Driven Retention:** Conducted A/B tests on 15+ UI components, **improving 6-month user retention by 15%** (3K+ active users).
- **Accessibility Overhaul:** Restructured IA for 1,000+ products, achieving **WCAG 2.1 compliance** and reducing search time by 30%.

Senior Product Designer – ProGroup X

May 2021 – May 2022

Specialized in email marketing and job postings across 20 job aggregators.

- **Design System Implementation:** Developed and deployed a component library, reducing design debt by 40% and improving UI consistency.
- **Agile Process Leadership:** Mentored 3 junior designers and reduced project delivery cycles by 30% through sprint prioritization.
- **Email Toolkit Development:** Created modular email system that reduced design production time by 75% while maintaining brand consistency.

UX/UI Designer – CSL

June 2014 – September 2021

Boutique Web Design Studio for SMBs

- **E-commerce Excellence:** Created 20+ digital storefronts for SMBs, **increasing mobile conversion rates by 35%** and average order value by 20%.
- **Design System Adoption:** Introduced reusable UI components, reducing design inconsistencies by 30% and improving brand coherence across platforms.

Leadership and Strategic Impact

Cross-Functional Collaboration

- Developed framework for aligning product, engineering, and marketing teams that reduced feature delivery time by 25%.
- Led 20+ stakeholder workshops that transformed business requirements into user-centered design solutions.
- Mentored 5 individuals in social media and marketing strategy, improving campaign effectiveness and engagement.

Education

- **Master of Design** - University of New South Wales
- **Bachelor of Arts, Communication** - Universidad Iberoamericana

Certifications and Courses:

- Dynargie Soft Skills Facilitator Certification
- Verified Designer – Uxcel
- Certified WordPress Expert – Codeable
- Product Analytics Certification – Pendo
- Design Systems 101 - Design System University