Hello There.

ANDRÉS MARTÍNEZ.

Product Design | Art Direction | Marketing
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About Me

I'm a Product Designer with 10+ years of experience building digital products for startups and tech companies across the U.S., Europe, and LATAM. My work sits at the intersection of UX/UI, strategy, and emerging technologies, with a strong focus on designing scalable systems and high-impact user experiences.

I specialize in translating complex workflows—particularly in data-heavy and fintech environments—into clear, intuitive interactions. I collaborate closely with engineering and product teams, ensuring alignment between design intent and technical implementation.

A core part of my practice is AI-enhanced design. I use AI for rapid prototyping, research synthesis, UI audits, documentation automation, and creation of workflow-specific agents that improve team efficiency and reduce design and development cycles.

I thrive in environments that value innovation, collaboration, and purposeful design. My goal is always to deliver thoughtful, well-executed solutions that balance user needs, technical feasibility, and business outcomes.

Skills

Product Design / UX-UI

- UX/UI design
- Agile Methodologies
- Human centered design
- User research and testing

- Wireframing & prototyping
- Product thinking
- UX writing
- Information architecture

Technicals & Design Tools

- Figma
- HTML5, CSS3 (foundational)
- Adobe creative suite
- Design documentation

- Visual and consistency QA
- Design Systems

AI & Automation (Emerging tech)

- AI-assisted UX Research & synthesis
- Prompt engineering for product design
- AI-driven UI audits & flow validation
- Automation of repetitive design tasks

- Visual ideiation using AI generative tools
- Rapid prototyping with AI
- Custom AI agents

Soft Skills

- Critical thinking
- Problem Solving
- Assertive communication
- Teamwork

Education

Coderhouse
Product Web Degree - 2024

Focused on front-end fundamentals, responsive layout logic, and product-oriented web architecture.

Coderhouse
Product Designer Degree - 2024

Training in UX research, UI design, prototyping, usability principles, agile workflows, and product thinking.

ESdesign Barcelona
Master in Design and Art Direction - 2020

Specialized in creative direction, digital design strategy, brand systems, and conceptual development.

Jorge Tadeo Lozano University
Graphic Design Bachelor Degree - 2013

Foundations in visual communication, composition, branding, editorial, and digital media.

Courses and seminars

Domestika

Mobile app design
UI

Human Centered Design

UI Design for websites and apps

UX Principles

Coderhouse — Web Development HTML5, CSS3, Flexbox, Framework CSS + Bootstrap

Product Manager

Catholic University of Colombia — User attention and service quality

Languages

Spanish

Native

English

Full Professional Proficiency | EFSET C2

Japanese

Limited proficiency

Companies I have worked with

2025 **Dataico (Colombia)**

At Dataico, as a sr Product designer, I'm responsible for product design and maintenance. It's a tech solution for accounting that aims to stay at the forefront of the industry by incorporating elements like artificial intelligence.

2024 **TeamViewer (Germany) - PepsiCo (EEUU)**

I worked with TeamViewer, advising the PepsiCo team on a smart glasses project for PepsiCo's product warehouses. I was responsible for reviewing user flows through user stories to enhance the experience of the smart glasses operators.

2023 - 2024 **UX/UI Designer at Plan A Technologies (Las Vegas)**

As a UI/UX designer, I crafted engaging digital experiences from concept to prototype, designing apps, marketing wizards, dashboards, and responsive websites. I collaborated with marketing and design teams to ensure alignment with style guides, advised on UX research and testing, conducted user interviews, and adhered to design standards. I participated in the Agile process to ensure development assets met client specifications.

2021 - 2022 **UI Designer at ZJ Events (New York)**

I updated the website for upcoming events on mobile and desktop, created and maintained brand guidelines and UI kits, and handled the mailing strategy using Mailchimp and Hubspot. I mentored new designers and approved social media and print designs. At ZJ Events, I increased website traffic by 35% on mobile and 40% on desktop, reduced bounce rates by 11%, and improved email campaign open rates by 27%.

2017 - 2019 **Digital content creator and Graphic Designer at CAR (Colombia)**

I developed strategies and created graphical content for social media platforms such as Facebook, Twitter, Instagram, and YouTube, enhancing engagement with the target audience and elevating the virtual identity of CAR (Corporación Autónoma Regional de Cundinamarca).

2014 - 2015 **Digital Marketing Manager at HiCue Speakers (Colombia)**

As the leader and support in the marketing department, I played a pivotal role in driving the company's commercial development. I efficiently managed key tasks, including the development and implementation of robust strategies to attract investment clients, ultimately achieving the targeted revenue goals while maintaining financial discipline.

Companies I have worked with

2013 - 2014   **Graphic Designer at Konocenos.co (Colombia-Ukraine)**

In my role as a graphic designer, I had the responsibility of overseeing all website graphics, ensuring their alignment with product-specific best practices. I was also in charge of designing all remarketing materials, including email campaigns and social media advertisements.

Let's get in touch.

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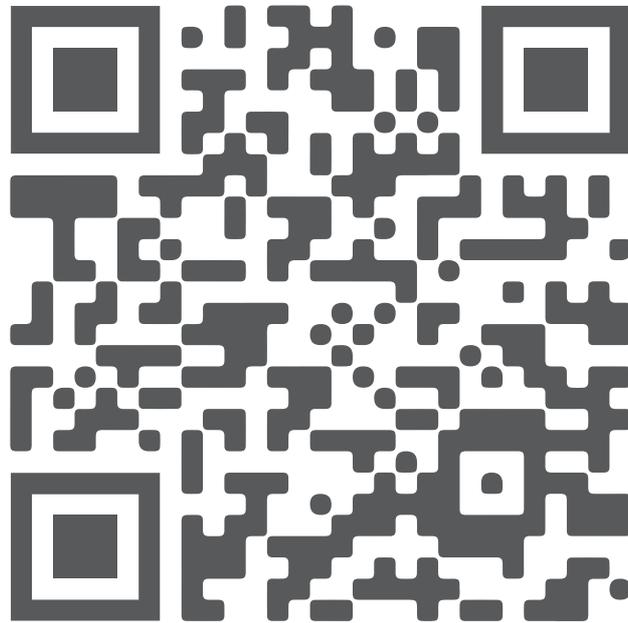
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