José Martos

Product Designer with technical roots

martosjose.com

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Experience

Product Designer @ Zooplus
MAR 2022 - PRESENT, MUNICH

- Gained expertise in customer retention strategies through work on loyalty-focused products and contributing to the foundation of a new program.
- Enhanced UX/UI for innovation projects like Vet Online Consultation and Puppy Club, promoting customer-centric solutions.
- Designed an internal newsletter concept to enhance team visibility and alignment, along with an ownership map of the website to clarify responsibilities.

Front-end Dev @ Zooplus
MAY 2020 - FEB 2022, MUNICH

- Updated and optimized the Checkout Funnel front-end, ensuring alignment between design and implementation, while additionally implementing A/B tests with Adobe Target to gather insights for feature improvements.

UI Designer & Front-end Dev @ Flyla
NOV 2019 - MAY 2020, MUNICH

- Led UI updates and developed new features for the web app, improving usability, performance, and creating a more cohesive user experience.
- Awarded 1st prize at the IATA AIR Hackathon in Seattle, Feb 2020, for innovative UI/UX solutions.

Front-end Dev @ Pantaflix
MAR 2017 - SEP 2018, BERLIN

- Led front-end development for a CMS used by filmmakers and consumers, improving user experience for managing showcased films.

Front-end Dev @ Twago
OCT 2014 - FEB 2017, BERLIN

- Developed a white-label CMS connecting companies with freelancers, in a cross-functional team of 12.

UI Designer & Full-stack Dev @ Dreamsite / Uniagro
JUN 2012 - SEP 2014, MADRID / JUL 2009 - MAY 2012, MALAGA

- Designed and developed 20+ corporate websites, leading the transition to Responsive Design and SASS.

Education

UX Academy @ Designlab
NOV 2020 - JUL 2021, ONLINE

Software Development @ IES Pedro Espinosa
SEP 2007 - JUN 2009, MALAGA

Courses

Designing Influence 7h - 2023
Design Systems 7h - 2022
React 6h - 2019
Web Performance 5h - 2019

Skills

Research: User Interviews, Journey Mapping, Benchmarking, User Testing.

Design: Sitemaps, User Flows, Wireframing, Prototyping, Interaction & UI Design.

Tech: HTML, CSS, SASS, JavaScript, React, TypeScript, Next.js, Webpack, Rollup.

Tools: Figma, FigJam, Maze, Notion, VS Code.

Languages & Interests

ES Native - **EN** C1 - **DE** B2

Traveling, reading, hiking, biking, exploring, photography, martial arts.