

Luis Martinez

Lead Designer | Ottawa, Ontario | [linkedin.com/in/lucheto-UXUI](https://www.linkedin.com/in/lucheto-UXUI) | hola@lucheto.com | 819 592 8435

After university, I founded a graphic design studio with some friends. It didn't take long before we were asked to design websites. I took the plunge and studied web design in my free time. That is how I found my passion. Design is teamwork. My free time is spent working on personal projects and visiting new places with my family. I am authorized to work for any Canadian employer. No sponsorship required

PERSONAL PORTFOLIO

luismtz.me

2022 - Current

WORK EXPERIENCE

Capital BBQ, UX/UI Designer

May 2022 - Current

- Created the Capital BBQ and BBQing design systems, which reduced from 5 to 2 days the creation of design and promotional assets by defining typographic elements, imagery, grid systems, and buttons, among other features for websites, email newsletters, and apps.
- Developed the user experience and visual elements for specialized products by designing and developing landing pages in Shopify
- Designed and developed email templates diverse engaging flows, which led to a 200% increase on online orders and 33% abandoned cart recovery

Oven Brothers, Lead Designer

Sep 2022 - Current

- Led ideation and digital strategy for the new website. Including defining wireframes, user flows, and the brand's voice to create and intuitive design solution that met the business needs and the user's goals.
- Evaluated current branding, products and online strategy to create a new cohesive style guide using Figma, HTML and CSS.
- Guided the product design process from beginning to end. Currently the site is in development.

ProGroupx, Web Designer and Email Developer

Sep 2021 - Oct 2022

- Designed and developed an email toolkit to enable teams to quickly build mobile-responsive emails and maintain visual consistency, leading to time savings of 5+ hours per week for 20+ different 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+ different web properties.

Cómo Se Llama, Co-Founder and UX/UI Designer

Jun 2014 - Sep 2021

- Developed 10+ Shopify and WooCommerce e-commerce sites; reduced bounce rates by 30% and increased leads by 20%
- 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.
- 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

Content TV - TV Azteca, UX/UI designer

Jan 2013 - Oct 2014

- Implemented a design system establishing layouts, typographic styles, and colors; that cut the design process time by 20%
- Contributed to and expanded on prevailing design systems by looking for reusable patterns and UI components
- Prepared mock-ups, storyboards and collaborated with Lead Engineer to develop a cohesive style guide to standardize design patterns for 100% of digital projects
- Designed the dashboards for different KPIs reducing internal testing time by 30%
- Led application design sessions with client teams on 20+ projects to develop functional and technical requirements

Tres y tres, Co-founder and Visual designer

Feb 2011 - Dec 2013

- Participated in user research to understand user needs, and translate them into strong user experiences.
- 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 20 interactive infographics with HTML, CSS, and Javascript.
- Ensured consistency and brand identity alignment to corporate brand values voice across all design and copywriting deliverables.

EDUCATION

University of New South Wales, Master of Design

Feb 2009 - Jan 2010

Universidad Iberoamericana, Bachelor of Arts, Communication

Jan 2004 - Dec 2008

LANGUAGES

Spanish

Native

English

Proficient; C1

French

Conversational; B1

SKILLS

Sketching Wireframing Prototyping Design Leadership

Project and Task management UI and Visual design Responsive and Mobile design

TOOLS

Figma Sketch Whimsical WordPress Shopify HTML CSS Javascript

Affinity Suite Adobe Suite