

# Luis Martinez

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

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UX/UI designer and former digital marketing agency owner with over eight years of experience. Passionate about creating and delivering modern, efficient, user-centric experiences. Authorized to work for any Canadian employer. No sponsorship required

## Personal Portfolio **luismtz.me**

2022 - Current

## Work Experience **Capital BBQ Senior Web Designer**

May 2022 - Current

- Collaborated with the product team to craft, pitch, and validate long-term design strategies that satisfy business and user goals
- Facilitated the design process. Presented and iterated design solutions for eCommerce
- Conducted competitor research and analysis reports
- Created the Capital BBQ and BBQing design systems which reduced from 5 to 2 days the creation of design and promotional assets

## **Progroupx Web Designer and Email Developer**

Sep 2021 - Current

- 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.
- Prepared user flows, wireframes, mockups, and visual elements for 4 new projects.

## **Cómo Se Llama**

Jun 2014 - Sep 2021

### **Account Manager and UX/UI Designer**

- 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.
- Developed 10+ Shopify e-commerce sites; reduced bounce rates by 30% and increased leads by 20%
- 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 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 1999 - Dec 2008

## Languages

Spanish	Native
English	Proficient; C1
French	Conversational; B1

## Skills

Interaction Design   Visual Design   Web Design   Mobile Design

## Tools

HTML   CSS   Javascript   Figma   Affinity Suite   Adobe Suite   Sketch  
Whimsical   InVision   Principle   WordPress   Shopify

## Recent Projects

### Commander DeFi UX/UI designer and developer

2021 - Current

Commander DeFi is the first community-run project in the BSC ecosystem. They are located all around the globe with people from the USA, Argentina, and Europe. The project started in 2020 but was finally made public at the end of 2021.

## **Muebles Flok's** UI designer and developer

2019 - Current

Muebles Flok's has two services: They sell ready-made furniture and design custom furniture according to the space. Initially, they promoted their services separately, but too much time, money, and effort were spent on marketing without results.

## **Pardela** UI designer and developer

2021 - Current

Pardela is a Mexican film production company with offices in Guadalajara and Mexico City. They've worked with Adidas, American Eagle, and Ben Q brands.