

Luis Martinez

Product Designer and Front-End Developer

[Download Portfolio](#)

I am a Product Designer with over ten years of experience creating web applications for small companies and startups.

For the past eight years, I ran a small web design agency in Mexico City, where I helped companies combine business strategy with visual design without neglecting user experience.

My goal is to find the "why" behind every design decision to improve efficiency and user experience, leading to better products. This approach was vital when I guided a successful shift for an English language school, increasing its profits by 150%.

As a previous business owner, I've interacted with a variety of people - designers, developers, clients, suppliers, and others, managing different levels within a company. This background gives me the perspective to see the bigger picture and comprehend the business consequences of product design



As Product Designer & Front-End Developer, I'm skilled in 3 key areas:

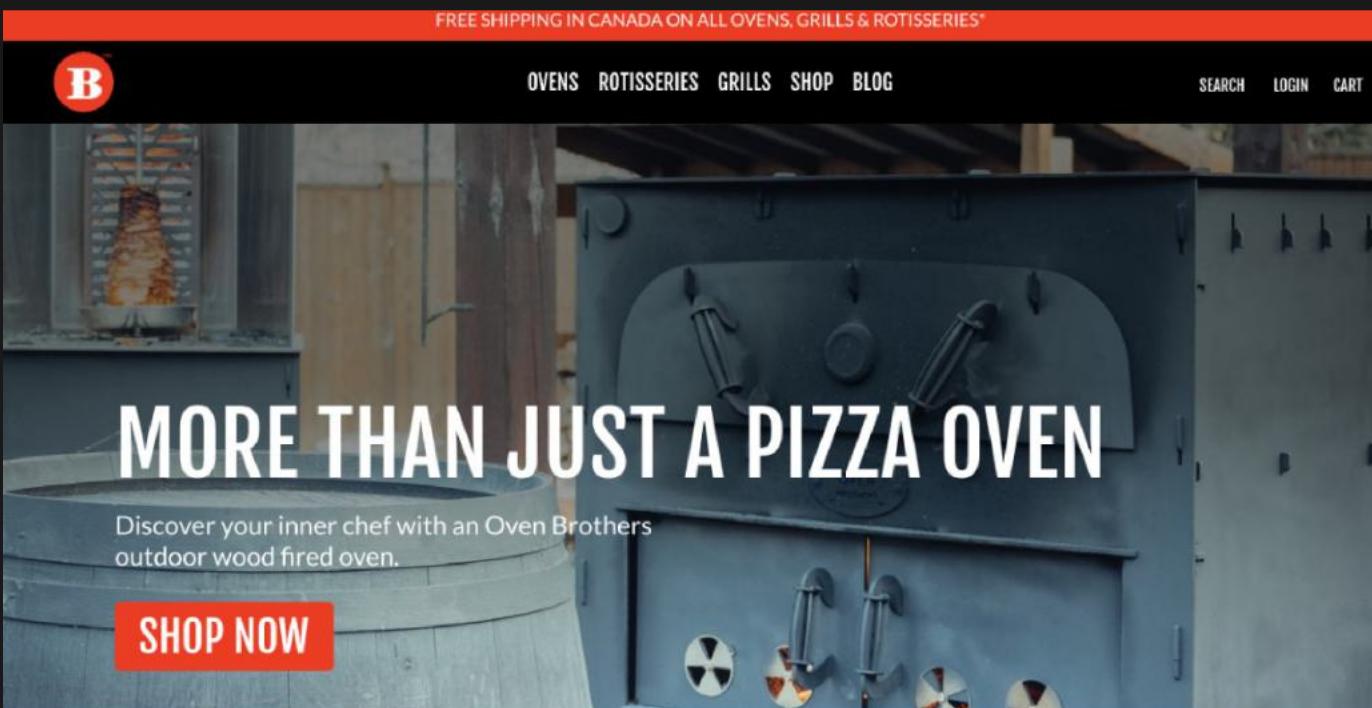
Product Strategy	Visual Design	Front-End Development
I have a strong digital marketing background that helps connect business goals to user needs to make design decisions that benefit the brand's growth.	I have ten eights years of experience creating User Interfaces and design systems that follow design standards and usability guidelines.	I translate visual design into code. I have experience using different CMSs and frameworks, from plain HTML to React , passing by WordPress and Shopify .

I've worked with different B2B and B2C spanning
different industries from media to retail



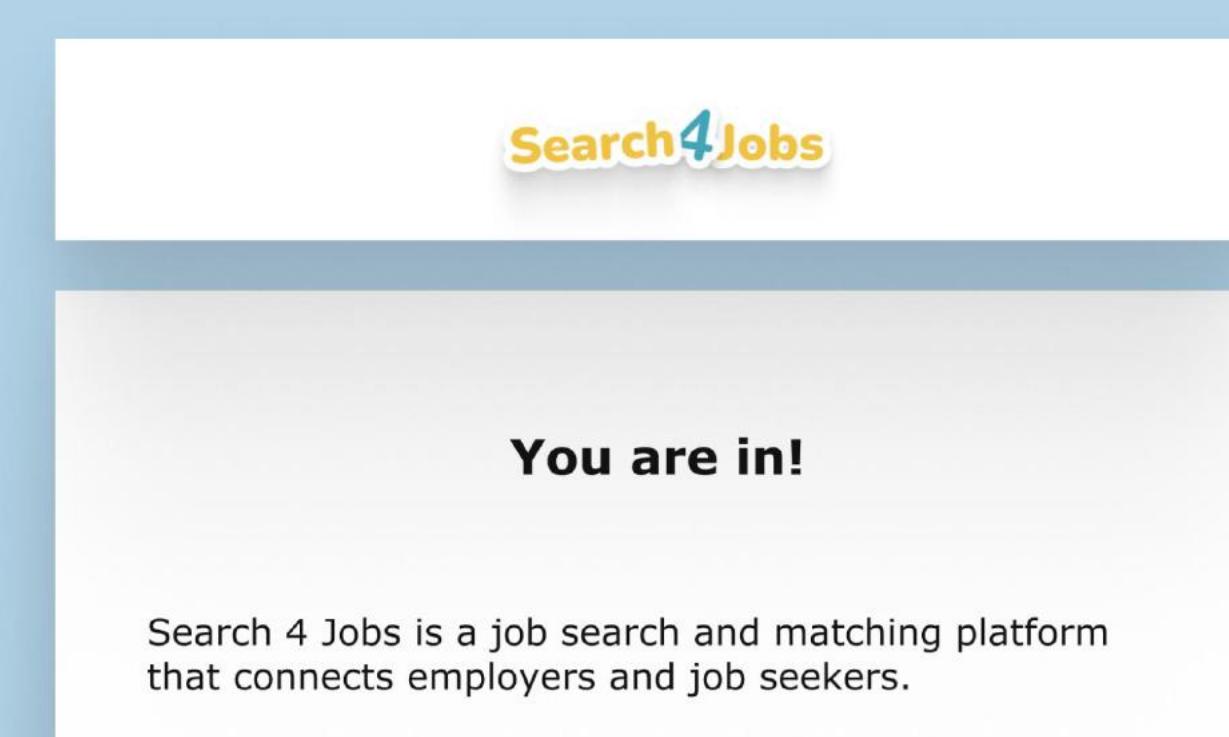
These are some of the projects that demonstrate my key skills of user research and experience design

Strategy, Design & Development For a DTC Company



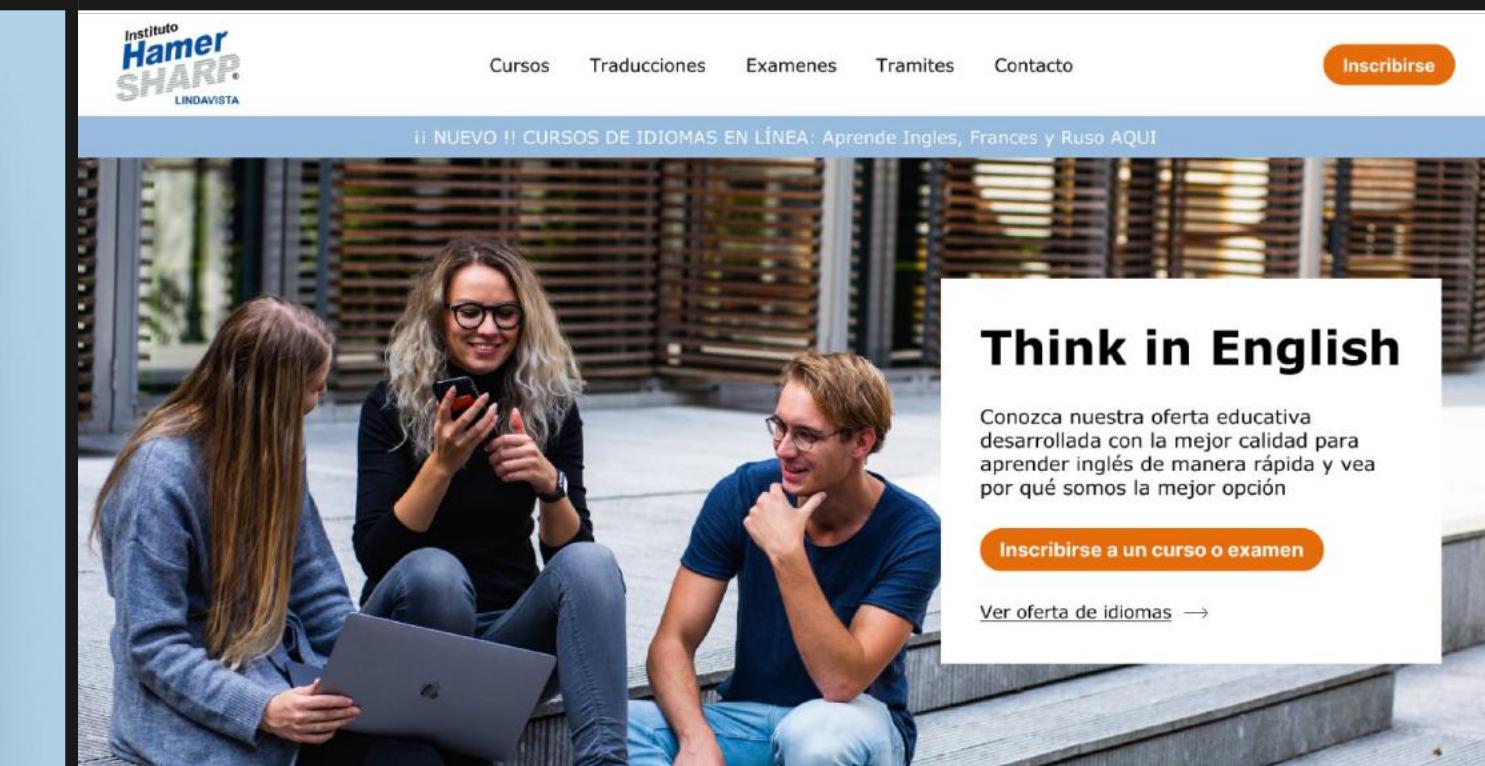
Company: Oven Brothers

Development process redesign for an Email Marketing Organization



Company: ProGroup X

Product strategy and website redesign for a language school



Company: Hamersharp Lindavista

Research, experience design, and development of the Oven Brothers website

Company: Oven Brothers

Project Summary

I planned and executed the redesign of Oven Brothers' e-commerce website and photoshoot.

Timeline & Team

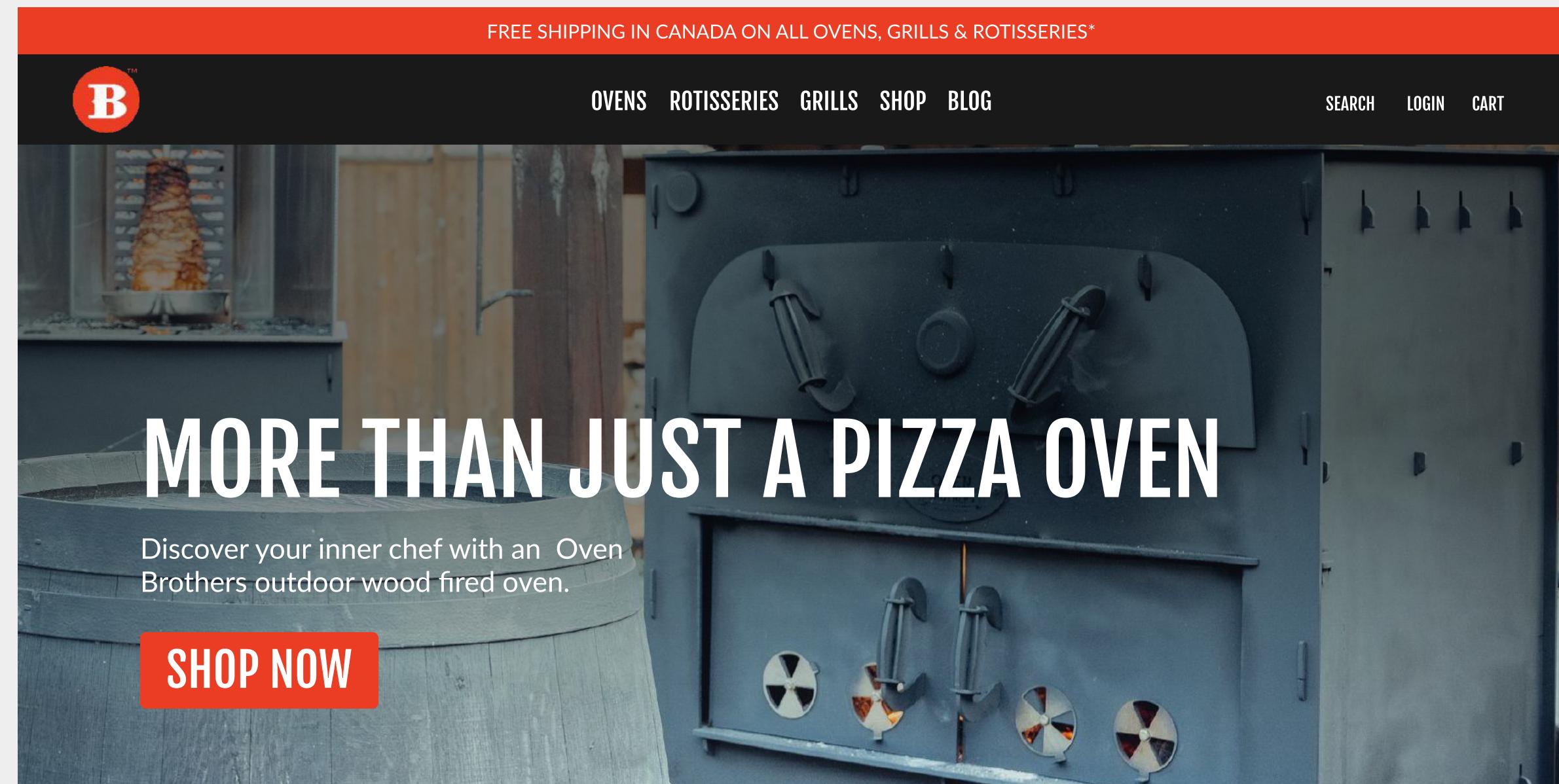
Eight weeks from start to finish with a 2-week break. I was the sole designer and developer and worked with a photo team to create new assets

Responsibilities

- Information Architecture
- Product strategy
- Visual Design
- Shopify Development

Results

- Reduced from 6 to 4 the number of clicks needed to reach the checkout page
- Increased newsletter subscribers by 50%



FREE SHIPPING IN CANADA ON ALL OVENS, GRILLS & ROTISSERIES*

OVENS ROTISSERIES GRILLS SHOP BLOG

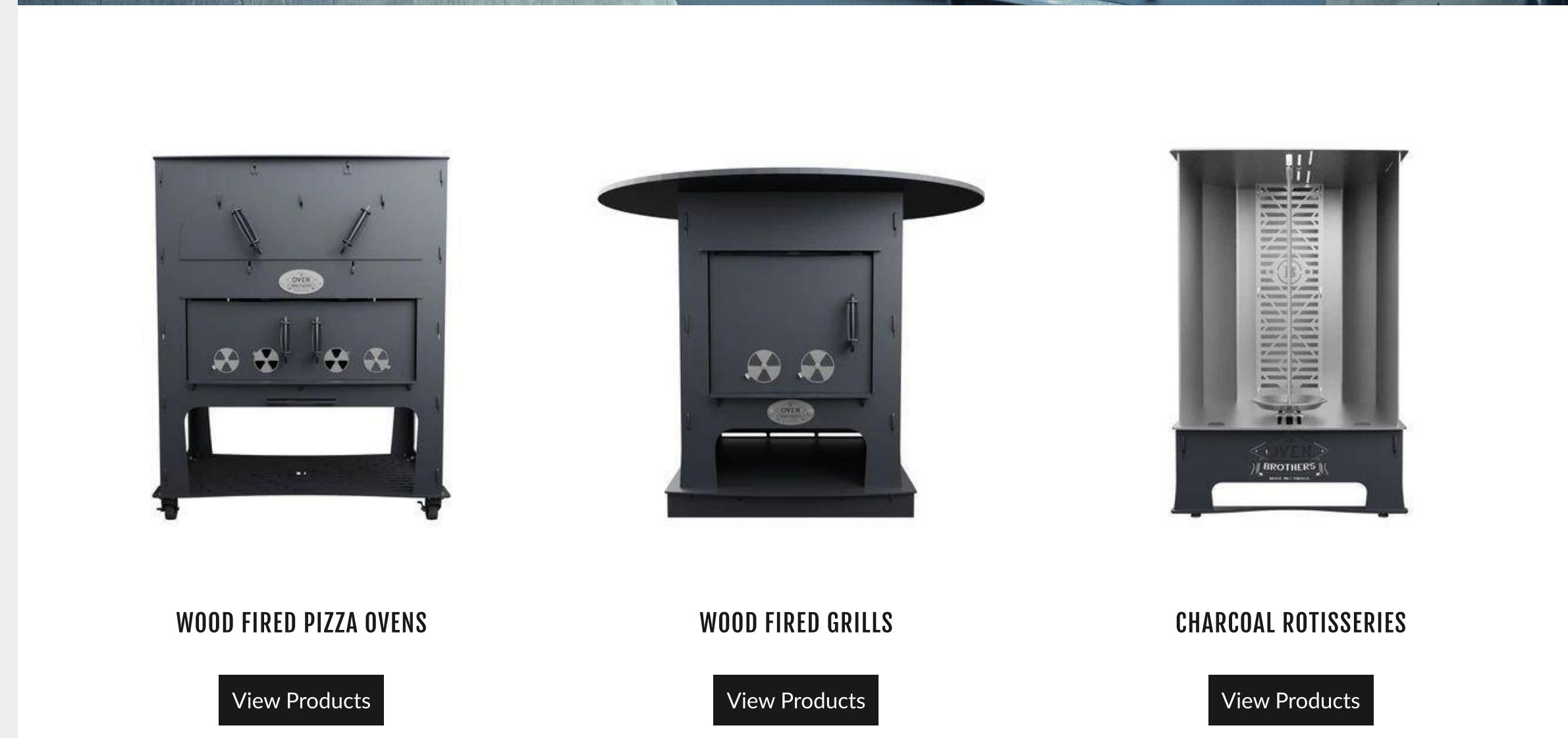
SEARCH LOGIN CART

B

MORE THAN JUST A PIZZA OVEN

Discover your inner chef with an Oven Brothers outdoor wood fired oven.

SHOP NOW



WOOD FIRED PIZZA OVENS

WOOD FIRED GRILLS

CHARCOAL ROTISSERIES

[View Products](#)

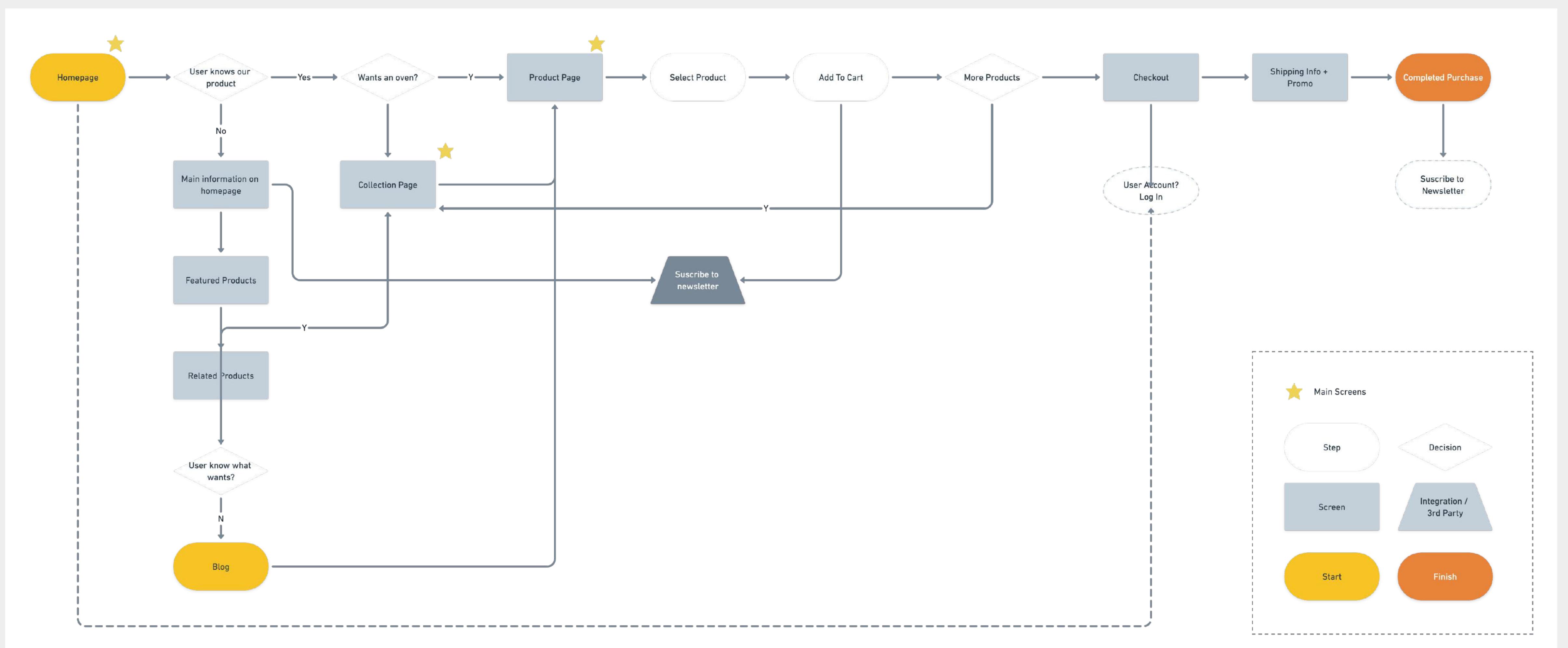
[View Products](#)

[View Products](#)

I led this 8-week project from research to development, including a 2-week space dedicated to creating multimedia assets.

Weeks 1 - 3	Weeks 3 - 4	Weeks 4-6	LAUNCH
<h2>Research & Discovery</h2> <p>I interviewed and held four discovery sessions with the main stakeholders to understand the business goals and the KPIs to watch.</p> <p>I audited the website and marketing assets to know what had been done beforehand.</p>	<h2>Product Strategy</h2> <p>I looked at the analytics reports to align business needs with user goals.</p> <p>I established the KPIs we would measure to understand the project's impact.</p>	<h2>Experience Design</h2> <p>Mapped the most common user flows and updated the information architecture.</p> <p>I, then, wireframed the three key screens: Homepage, Collection, and PDP</p>	<h2>Product Design & Visual Design</h2> <p>I directed a photoshoot leading a team of three photographers.</p> <p>I designed high-fidelity mockups in Figma for the main screens in the principal screen sizes.</p> <p>Finally, I developed the website in Shopify.</p>

I simplified the user flow to reduce clicks from homepage to purchase



I designed a **brand design system** based on the common elements used in the website

TYPOGRAPHY

TITLES

H1 TITLE

FJALLA 3.052rem/48.83px // 64px

H2 TITLE

FJALLA 1.953rem/31.25px // 40px

H3 TITLE

FJALLA 1.25rem/20.00px // 32px

H4 TITLE

FJALLA 1rem/16.00px // 24px

H5 TITLE

FJALLA 1rem/16.00px // 24px

PARAGRAPHS

Paragraph

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Paragraph Bold

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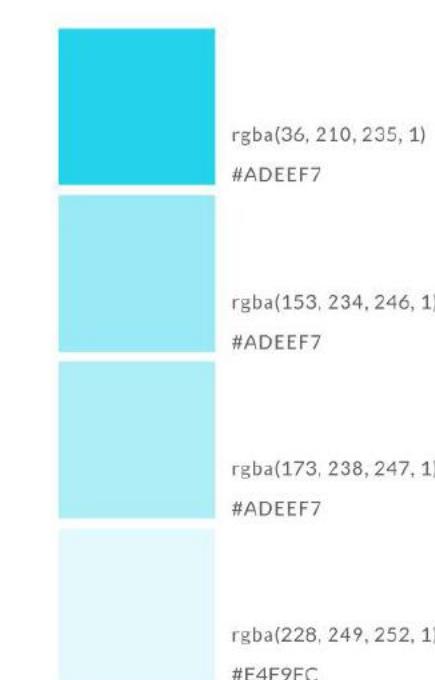
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COLORS

Main



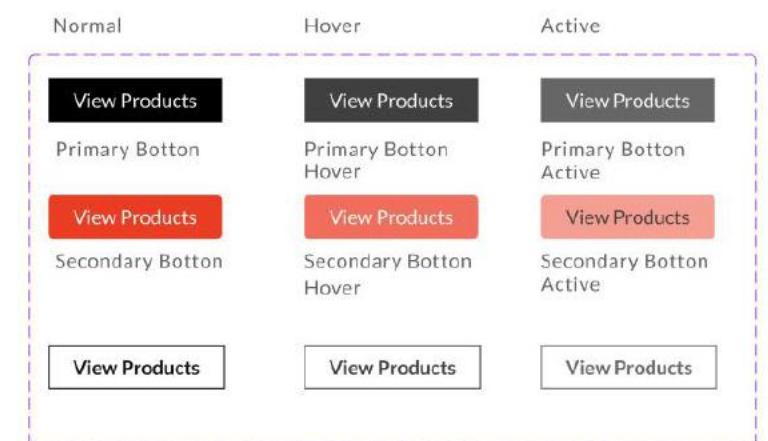
Complementary



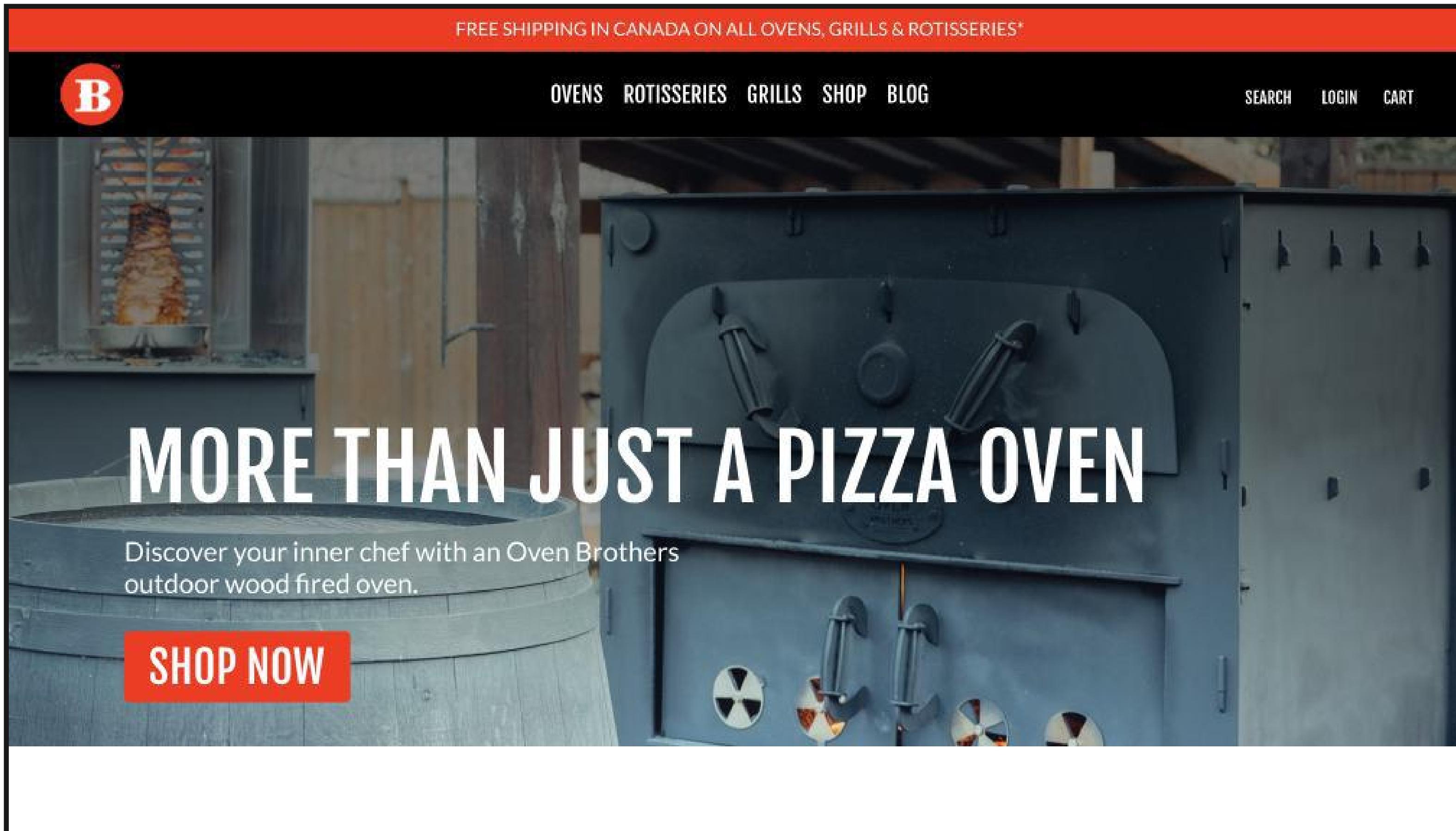
Other



BUTTONS



I designed the main screens
Homepage, About Us, and Product Detail Page.



[Click here to watch a scroll animation](#)

About US



TAB LOCK TECHNOLOGY

EXTREME WEATHER FRIENDLY

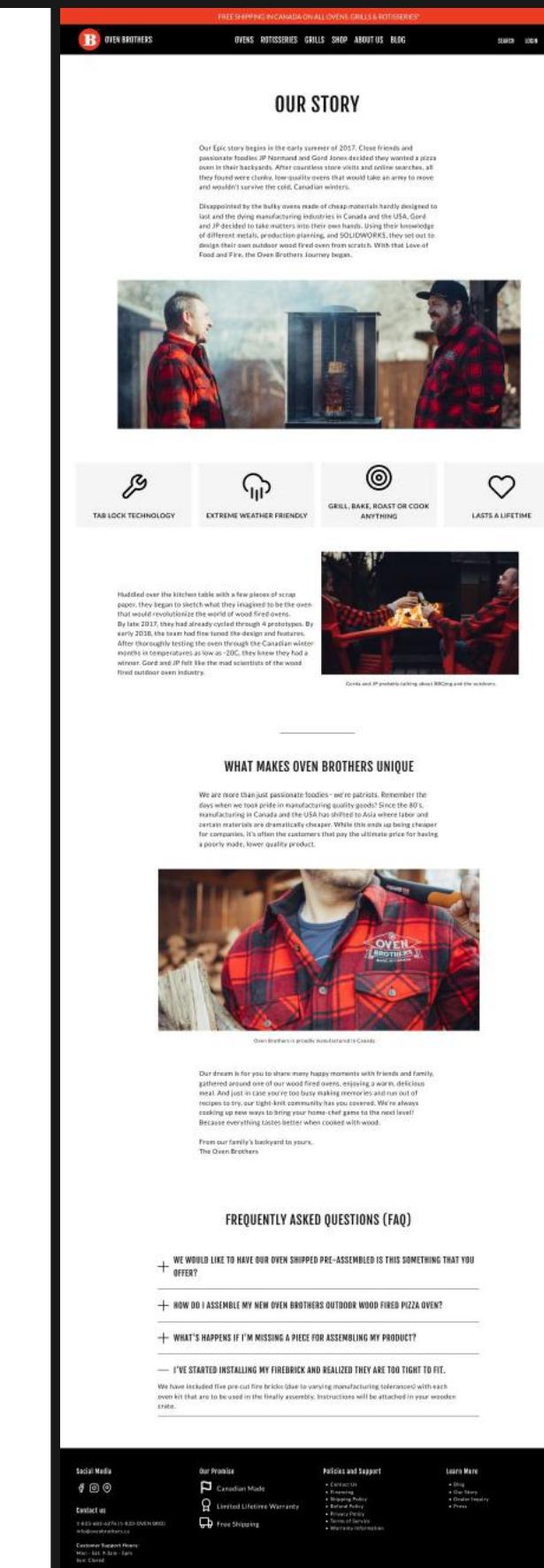
GRILL, BAKE, ROAST OR COOK ANYTHING

LASTS A LIFETIME

Huddled over the kitchen table with a few pieces of scrap paper, they began to sketch what they imagined to be the oven that would revolutionize the world of wood fired ovens. By late 2017, they had already cycled through 4 prototypes. By early 2018, the team had fine tuned the design and features. After thoroughly testing the oven through the Canadian winter months in temperatures as low as -20C, they knew they had a winner. Gord and JP felt like the mad scientists of the wood fired outdoor oven industry.



Gorda and JP probably talking about BBQing and the outdoors.



The screenshot shows the 'OUR STORY' section of the website. It includes a header with the company logo and navigation links for Ovens, Accessories, Grill, Shop, About Us, and Blog. Below the header is a large image of two men, Gord and JP, standing next to a wood-fired oven. The main content area contains text about the founders' journey, featuring a quote from Gord: "Huddled over the kitchen table with a few pieces of scrap paper, they began to sketch what they imagined to be the oven that would revolutionize the world of wood fired ovens." It also includes sections for 'WHAT MAKES OVEN BROTHERS UNIQUE' and 'FREQUENTLY ASKED QUESTIONS (FAQ)'. The footer contains links for Social Media, Our Promise, Policies and Support, and Legal Info.

[Click to watch the About Us](#)

Product Detail Page

Products > Charcoal Rotisseries > The Original Joint™ Vertical Rotisserie Standalone



THE ORIGINAL JOINT™ VERTICAL ROTISSERIE STANDALONE

\$2,699.99 CAD

Starting at \$163/mo with Affirm. [Learn more](#)

Are you ready to change the way you entertain your family and friends?

The Original Joint™ is the perfect vertical rotisserie for your backyard or event space. Built from stainless and carbon steel both units come fully assembled on a cart or a standalone tabletop version that can be integrated into your existing outdoor kitchen. You'll be the talk of the neighborhood when you break out the charcoal and fire this up. Whether you are spinning chicken shawarma, yard birds, beef kabob or taco al pastor this rotisserie will exceed your expectations.

[View Details](#) [Buy Now](#)

THE ORIGINAL JOINT™ VERTICAL ROTISSERIE STANDALONE

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HIGH QUALITY MATERIALS

Plugs into a standard 120V outlet/Rate AC120V, 50Hz, 4W/Trees 25000°C/Cylinders 0.8-1 (Infrared stainless steel/Certifications UL, CSA/Rainwater resistant (Spill)

TAB-LOCK TECHNOLOGY

Oven brothers has taken traditional wood fired pizza baking methods and merged it with a modern approach

WHAT'S IN THE BOX

- Full Assembled Original Joint Rotisserie Standalone
- Commercial Grade Stainless Steel Spit Metal
- Adjustable Leveling Feet
- Four Heavy Duty Castable wheels to hold the force on the spit
- Anti-Slip Mat
- High Temperature Gloves
- Owners Manual & Safety Instructions

Delivery Note: Please allow 4 to 6 weeks for your vertical rotisserie to ship via freight. As this fully assembled rotisserie will exceed the protective fine on the maximum person of the ship.

WHAT'S IN THE BOX

- Just made 2 pizzas last night on my grill, worked great and tastes delicious, easy to clean, sturdy, and fits in with all my barbecue accessories. - Jeff
- Just made 2 pizzas last night on my grill, worked great and tastes delicious, easy to clean, sturdy, and fits in with all my barbecue accessories. - Jeff

Social Media

[Facebook](#) [Twitter](#) [Instagram](#)

Our Promise

- Customer Support
- Delivery
- Refund Policy
- Return Policy
- Free Shipping

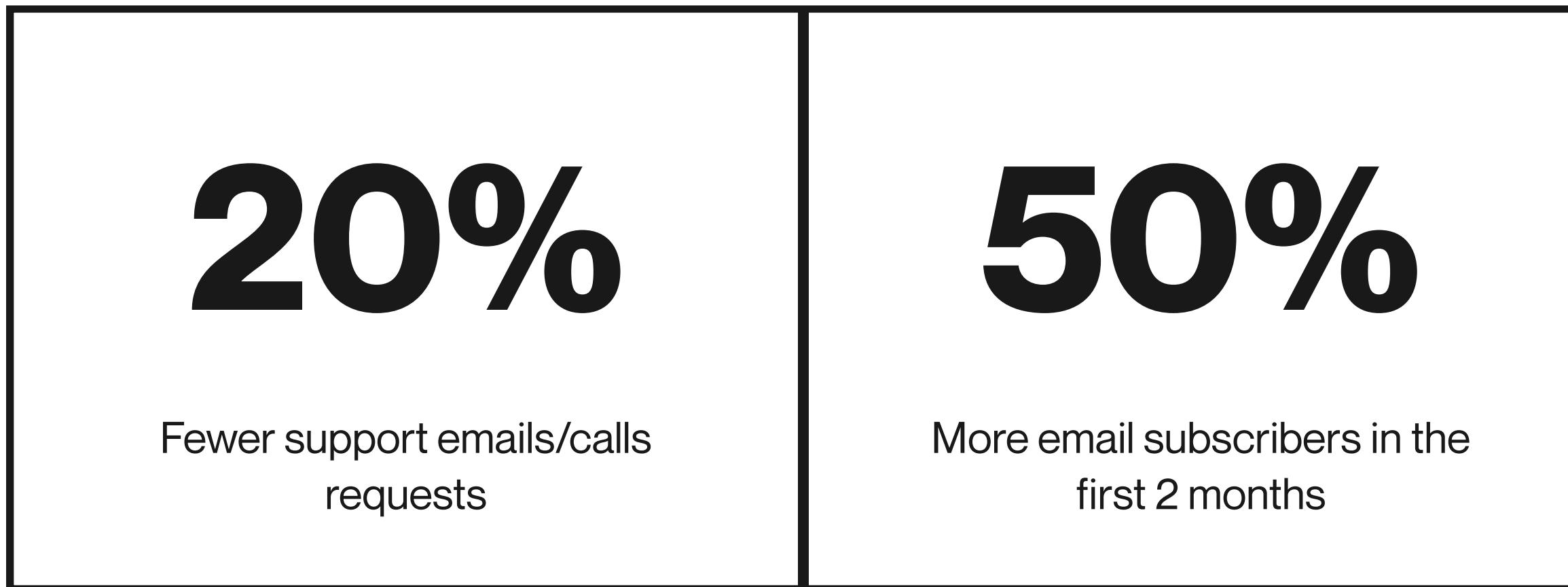
Policies and Support

- Delivery
- >Returns
- Refund Policy
- Return Policy
- Free Shipping

Learn More

[Click here to watch the PDP](#)

Creating a **simpler information architecture** was key in helping users achieve their goals.



And a faster checkout experience by reducing the amount of clicks needed to buy an item

Accelerating and standardizing email development at an email marketing company

Company: ProGroup X

Project Summary

I led a team in designing and developing a new templating system to decrease HTML email development time.

Responsibilities

- Product strategy
- Visual Design
- Front-End Development

Timeline & Team

12 weeks with a remote team based in Los Angeles and Buenos Aires while I was in Mexico City

Results

- Reduced email development to one hour from two days.
- Increased CTR by an average of 20%

Search4Jobs

You are in!

Search 4 Jobs is a job search and matching platform that connects employers and job seekers.

Soon you'll receive in your email inbox a list of jobs that match your search criteria. But first, let's confirm your subscription.

[See more jobs](#)

Search4Jobs| \$address\$
Manage your email preferences | Unsubscribe

I led a remote team based in Los Angeles and Buenos Aires, while I was in Mexico City in this 12-week project.

Weeks 1 - 3	Weeks 3 - 4	Weeks 4-6	LAUNCH
<h2>Research & Discovery</h2> <p>I held three interviews with the directors of development and marketing. I wanted to learn the different goals and requirements of each.</p> <p>I also met the data analyst so that we could discover commonalities between the best performing and the worst performing campaigns.</p>	<h2>Product Strategy</h2> <p>We tested different templates and reviewed past campaigns to discover which had better deliverability and a higher open rate.</p> <p>We experimented with text-focused, imaged-focused, and mixed campaigns across different brands.</p>	<h2>Experience Design</h2> <p>I worked with a developer team based in Buenos Aires to understand the limitations of the email rendering engines and the fastest way to develop new emails.</p>	<h2>Product Design & Visual Design</h2> <p>We created a component system to match across different brands to have different layouts without having to develop the emails from zero.</p> <p>The developer and I developed the different emails using MJML, which allowed us to copy-paste various components.</p>

I analyzed past and current emails and found that most emails shared common components

HEADERS

The image shows three separate email header snippets from the 'Fast Jobs Today' service. Each header includes the logo (a red circle with three wavy lines), the brand name 'Fast Jobs Today', and a navigation bar with links for 'HOME', 'JOB POSTS', and 'PREFERENCES'.

Header 1:

Fast Jobs Today

HOME JOB POSTS PREFERENCES

Header 2:

Fast Jobs Today

HOME JOB POSTS PREFERENCES

Header 3:

Fast Jobs Today

BODIES

Do you want to work from home?

\$FIRSTNAME\$, there may be suitable \$KEYWORD\$ jobs for you. Working home means

- More productivity
- Less time on the road
- Money save
- Less stress

Check out jobs below

[See more jobs](#)

We found \$KEYWORD\$ jobs near \$LOCATION\$

Hi \$FIRSTNAME\$, We found the following jobs near \$LOCATION\$ for you:

[\\$COMPANY\\$ - \\$TITLE\\$](#)

\$LOCATION\$

[\\$COMPANY\\$ - \\$TITLE\\$](#)

\$LOCATION\$

[\\$COMPANY\\$ - \\$TITLE\\$](#)

\$LOCATION\$

[\\$COMPANY\\$ - \\$TITLE\\$](#)

\$LOCATION\$

Not what you were looking for? Remember that you can always change your in your [account settings](#).

[UPDATE YOUR PREFERENCES](#)

I coded standard components that could be reused across all brands to create different layouts

recommendedjobs

Hi there, **Amazon Warehouse** near **San Jose , CA** is hiring.
Check out their open positions!

 **Amazon Workforce Staffing**
San Jose, CA

 **Amazon Workforce Staffing**
San Jose, CA

 **Amazon Workforce Staffing**
San Jose, CA

View More Jobs

29834 N. Cave Creek Rd, #118 Unit #432 Cave Creek, AZ 85331
[Unsubscribe](#) | [Manage Preferences](#) | [Privacy Policy](#)

 **Career Source USA**

New Job Opportunities!
There are new jobs posted near **Long Beach, CA**. One of these might be the perfect fit for you.

VIEW ALL JOBS

Refine Your Search
Click on the keyword that best fits your preferred job so we can better help you with your job search!

Accounting **Cashier** **Healthcare** **Banker** **Driver**
Management **Marketing** **Retail** **Sales** **Nursing**
Warehouse **Customer Service** **Data Entry** **Restaurant**

You can also add keywords in your [subscription preferences!](#)

12784 Something Street, Hello City, AB 93412
This email was sent to sampleemail@gmail.com. You can visit this page if you want to update or [manage your subscription preferences](#). If you no longer wish to receive emails from us, [click here](#).

 **Home Employment Network**

We help you find opportunities to work, right at home.



Work Remotely!
Want to work from the comfort of your home? There's a lot of job opportunities just for you

EXPLORE REMOTE JOBS

 **HOME EMPLOYMENT NETWORK** | 12345 Something Street, Some City, AB 90312
You are receiving this email because you've opted in on 05-08-2020 with ewmail@email.com. If you think you're receiving too much, [manage your email preferences](#).

I analyzed and developed a new HTML email templating system to improve the business KPIs

Revising the templates every six months is crucial, as each ESP is constantly adding SPAM definitions that could impact the deliverability rate

15 min

Email development time.
Reduced from 3 hours for
each template

> 126

Email combinations but with
possibility to grow endlessly

20%

CTR average increase
across all brands

Product strategy and website redesign for a language school

Company: Hamersharp Lindavista

Project Summary

Hamersharp operates 12 schools in Mexico City. Hamersharp Lindavista had the most students and courses. But, they noticed that language apps and reporting to Hamersharp were hurting sales. They hired me to redesign their website and find new business opportunities.

Timeline & Team

2-month project where I acted as designer and developer. I worked closely with the school owner and the principal.

Responsibilities

- Product Strategy
- Experience Design
- Visual Design
- Front-End Development

Results

- Hamersharp Lindavista increased TOEFL, IELTS, and DELF sign-ups by 50% in the first six months.
- Inquiry calls were reduced by 30%
- At the end of 2021, they decided to separate from Hamersharp.

!! NUEVO !! CURSOS DE IDIOMAS EN LÍNEA: Aprende Ingles, Frances y Ruso [AQUI](#)



Think in English

Conozca nuestra oferta educativa desarrollada con la mejor calidad para aprender inglés de manera rápida y vea por qué somos la mejor opción

[Inscribirse a un curso o examen](#)

[Ver oferta de idiomas →](#)

Cursos de idiomas

Los alumnos conversan sobre temas de interés y adquieren un mayor dominio del idioma. Las [sesiones siempre son guiadas](#) por instructores con una preparación excelente, los cuales auxiliarán a los alumnos en todo momento. [Haz click aquí para conocer la oferta de idiomas](#)

[Ver oferta de idiomas →](#)

Examenes oficiales

El Instituto HamerSharp es una escuela de idiomas autorizada como centro de aplicación del examen TOEFL® institucional por el [Instituto Internacional de Educación en México](#).

[Ver examenes oficiales →](#)



Información general de Inglés para empresas

Hamer Sharp cuenta con su propio curso desarrollado específicamente para ejecutivos mexicanos.

Objetivo General: Que el alumno desarrolle las habilidades de comunicación en el idioma inglés que le permita la expresión oral y escrita, así como la comprensión auditiva y de lectura tanto en situaciones cotidianas como en el ámbito empresarial.

El curso consta de doce niveles de 40 horas de duración de los cuales los primeros 8 (Básicos e Intermedios) se

I redesigned Hamersharp Lindavista's website to enhance user experience and improve conversion

In May 2020, foot traffic to Hamersharp Lindavista

slowed due to the pandemic. Fortunately, they had many remote and video programs, which helped them weather the closure.

However, the pandemic highlighted the weaknesses of Hamersharp's online presence as a chain.

Official exams and online programs were difficult to locate. To address this, I **redesigned the website to appeal to online users and showcase the products that set them apart.**



I interviewed the stakeholders and surveyed 40 students to understand the site shortcomings.

Stakeholders	Students	Discoveries
I wanted to know how the website fitted into their marketing strategy. I wanted to discover why they wanted to break from the official branding and their best products to promote.	I asked the school personnel to survey students. Unfortunately, because the school was mostly shut down, I couldn't know when students would visit the school. I wanted to know why they had chosen HSL instead of other language schools and if they used and how the website. Sample questions included: <ul style="list-style-type: none">• Why did you choose Hamersharp Lindavista?• What is not available or easy to find on the website of all the school offerings?• What was confusing on the website?	<ul style="list-style-type: none">• Most students planned on taking an exam• Students wished they could use the website more.• Vital information was hard to find

The website felt outdated and did not reflect how the school had evolved.

Instituto Hamer SHARP

TOEFL iBT
ETS AUTHORIZED TEST CENTER

40 años

Conózcanos

Aplicación del examen TOEFL®

Instituto Hamer SHARP

Conozca nuestra oferta educativa desarrollada con la mejor calidad para aprender inglés de manera rápida y vea por qué somos la mejor opción [Aquí](#).

Test Taker HANDBOOK

Examen TOEFL® Junior

Traducciones

CERTIFICACIÓN

Instituto Hamer SHARP LINDAVISTA

Cursos Traducciones Examenes Tramites Contacto

Inscribirse

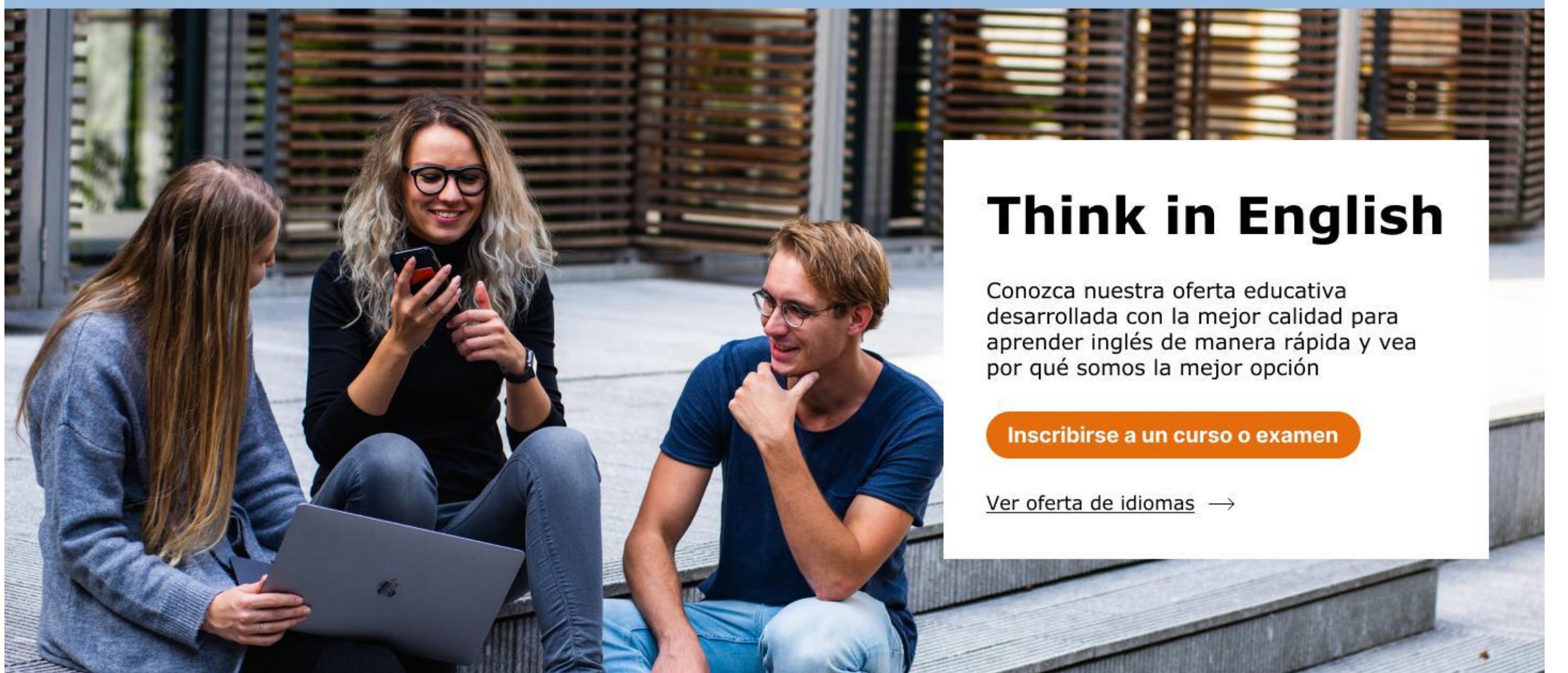
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[Ver oferta de idiomas →](#)

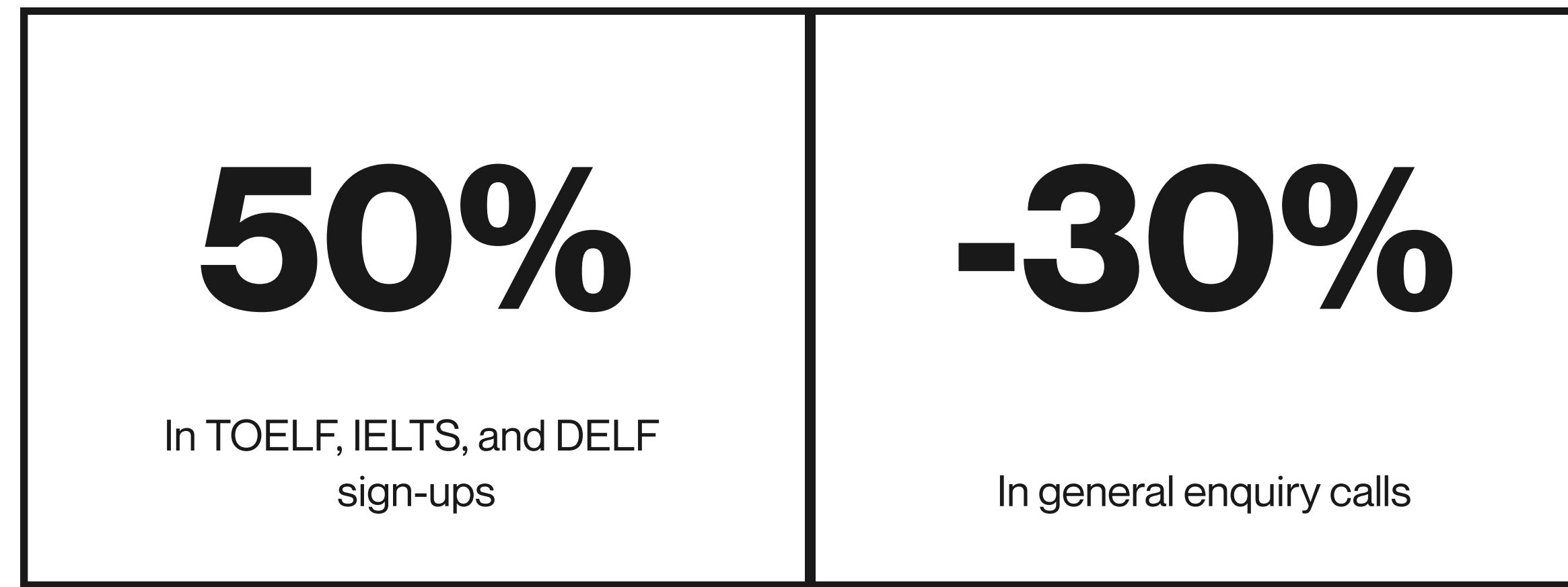
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[Ver examenes oficiales →](#)

[Ver oferta de idiomas →](#)

I redesigned HamerSharp Lindavista's website to update branding and highlight products that set them apart from other language schools.



In 2021, HamerSharp Lindavista separated from HamerSharp and became independent.

Thanks for your time!

Let's talk

Luis Martinez • hola@lucheto.com • 819 592 8435