

Martin Tejeda

Product Designer

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PROFESSIONAL EXPERIENCE

MDSV CAPITAL

Product Designer

San Francisco, CA

03/2023 - Present

- **Secured \$2.5M in pre-seed funding across two end-to-end projects** through rapid prototyping and effective visual storytelling.
- **Led a cross-functional team through ambiguous problems** by conducting interviews and usability tests on a weekly basis to gain clarity on the product roadmap.
- **Partnered with high-value customers** to receive bi-weekly design feedback via concept testing.
- **Delegated a highly-distributed engineering team** through effective documentation and weekly meetings to understand technical blockers and timeline updates.

UNDERBELLY

Product Design Lead

Product Designer

Salt Lake City, UT

11/2021 - 01/2023

03/2021 - 11/2021

- **Produced \$870K in design contracts** by leading week-long design sprints and collaborating with cross-functional stakeholders to ensure clarity and product alignment.
- **Managed contract risk** by assessing the weekly completed work against the contract budget (Earned Value) to better understand how to support the design team.
- **Developed a small team of 3 UX designers into leaders at top tech organizations** by prioritizing mentorship through one-on-one's and working sessions.

SLIDE

Product Designer (Contract)

Remote

06/2022 - 09/2022

- **Validated stakeholder assumptions** by conducting a week-long design sprint with cross-functional stakeholders to understand the root business problem and come up with innovative solutions.
- **Revamped the insurance claims process to decrease customer support calls by 47%** by designing a more customer-centric, self-serviceable system that also translated to significant operational savings.
- **Managed a team of UX designers through the project execution** and maintained weekly verbal & written communication with stakeholders to deliver a final product that aligned with business goals.

SQUARE

Product Designer (Contract)

Remote

08/2021 - 11/2021

- **Collaborated with the UX Writing team and content designers** to overhaul the email design system in an effort to reduce phishing scams on Square sellers.
- **Conducted weekly workshops with department stakeholders** to establish Design Operations across seven departments, balancing specific goals with design best practices.
- **Reduced reported phishing scams by 12.5%** by establishing a consistent visual identity suitable for large organizations.
- **Improved seller confidence in identifying a legitimate email by 22%** by split testing old designs against the new identity.

FACEBOOK

Product Designer (Contract)

Remote

03/2021 - 08/2021

- **Ensured UX Researchers set up proper A/B testing environments** by clearly outlining the new features to test and defining the desired outcomes of each one.
- **Enhanced overall engagement between Public Figures and audiences by 11%** by optimizing key UI features to align with user needs.

- **Increased comments and reactions from fans by 25%** by split testing features to maximize the effectiveness of the UI.
- **Reinforced the Facebook design system** by collaborating with engineers and design leaders to maximize the use cases of each component.

EDUCATION

GENERAL ASSEMBLY

UI/UX Design

Los Angeles, CA

08/2019 - 11/2019

CALIFORNIA STATE UNIVERSITY, LOS ANGELES

B.S in Nutritional Science

Los Angeles, CA

09/2013 - 05/2018

SKILLS

- **Design Ops:** Rapid Prototyping, Agile Methodology
- **Front-End Development:** React, Next.js, Tailwind, Vercel
- **Design Systems:** Atomic Design, Component Libraries, Typography, Email Design
- **Accessibility:** WCAG, ADA
- **Applications:** B2B, B2C
- **Management:** Mentorship, People Management, OKRs, KPIs
- **Qualitative Research:** Moderated Tests, Interviews, User Testing
- **Quantitative Research:** Cluster Analyses, Regression, A/B Testing