



Nice to meet you, my name is
Francisco (Paco) Martínez.

I am a Mexican, Full Stack Product Designer,
currently on a Design Leadership career path.
I have formed and scaled successful teams
of designers —on my own company and
others— as well as executed outstanding
projects on various branches of Design.

- 10+ years of experience executing design projects around Visual Identity, User Experience and Product Design.
- 6+ years of experience as Entrepreneur; as well as building and leading Design teams.

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Experience

2018—Present

Design Director Insticator

Company Type: Technology Startup
Dates Employed: November 2018 – Present
Employment Duration: 1 yr 6 mos
Location: Waterloo, ON, Canada

- Directed and / or executed key research and product design projects (customer-facing and internal tools)
- Implemented a Design Operations practice in the form of updated tools and cross-functional collaboration processes (e.g. design sprints)
- Promoted user research practices to help de-risk product initiatives
- Updated all of the brand's touchpoints through a lean brand redesign
- Kickstarted an internal marketing function focused on content creation and brand validation

2017—2018

Head of Design Icalia Labs

Company Type: Software Development
Dates Employed: Mar 2017 – Present
Employment Duration: 1 yr 6 mos
Location: Monterrey, NL, Mexico

- Led a team of 5 Sr & Mid-level designers
- Helped to turn a new design business unit from pilot to profitable in <12 months
- Achieved operational optimum performance, reducing Design team's bench from around 50% to less than 10%
- Developed a structured hiring process for Full Stack Designers
- Implemented custom career paths and individual skill maps + career ladders
- Mastered facilitation + quick validation skills by running 20+ (Google Ventures) Design Sprints

2011—2016

Co-founder & Director Raidho Aesthetics

Company Type: Digital Design Services
Dates Employed: Mar 2011 – Mar 2017
Employment Duration: 6 yrs 1 mo
Location: Monterrey, NL, Mexico

- Led a team of 10 (Designers + non-designers)
- Scaled a company from "garage mode" to a strong studio with national recognition
- Operationalized our individual approach to design, translated to templates, processes and practices
- Directed and/or supervised key areas of the company such as Strategy, Finance, Talent, Sales and Operations
- Directed and / or executed a multitude of challenging and exciting, multimedia design projects (editorial, web, video, animation, branding, etc.)

Education

2007 – 2010

CEDIM© (Centro de Estudios
Superiores de Diseño de Monterrey)

Degree Name: Lic. en Diseño Gráfico y Nuevos Medios (4.5 years program on Graphic Design & New Media)
Field Of Study: Graphic Design
Dates attended: 2007 – 2010

Language

- Spanish — Native Speaker
- English — Business Level

Interests

- All things Design, Tech & Entrepreneurship
- Human behaviour, psychology and philosophy
- Leadership & human development
- Community programs & events
- Videogames, films & interactive media