



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

I am a Product Management and Product Design leader. I have recruited and scaled successful teams of designers and PMs —on my own company and others— and my teams have spearheaded critical initiatives in Design, Product and Marketing. I grab from my Design background to lead product execution in a user-centric way, and I bring an entrepreneurial perspective to everything I do.

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## Overview

Experience	Skillset	Language	Education
<ul style="list-style-type: none"><li>• <b>13+ years of experience</b> executing and/or supervising Design, Product and marketing projects,.</li><li>• <b>10+ years of experience</b> leading and growing Design teams.</li><li>• <b>1+ years of experience</b> leading and growing Product Management teams.</li></ul>	<ul style="list-style-type: none"><li>• <b>Design Management &amp; Design Ops.</b></li><li>• <b>UX Research</b> (QUAL, QUANT, EVAL) and <b>UX Design</b> (I.A., prototyping, U.I. design) for <b>B2B</b> and <b>B2C</b>.</li><li>• <b>Product Management</b> (Strategy, Prioritization, Iteration.)</li><li>• <b>Visual Design</b> (Brand Identity, Data Visualization, Editorial Design.)</li></ul>	<ul style="list-style-type: none"><li>• <b>English — Business Level</b> (8.5 overall band score for General Training IELTS, 2020.)</li><li>• <b>Spanish — Native Speaker.</b></li></ul>	Graduated from the <b>Graphic Design and New Media</b> bachelor degree at CEDIM© (Monterrey, NL, México) in 2010. Finished the <b>Engagement + Retention Deep Dive</b> program at <b>Reforge</b> .

## Professional Experience

May 2022—Present

Head of Product & Design @  
Ventup

FoodTech / B2B Workflow SaaS  
Remote from Toronto, ON, Canada

- Hired to recruit and establish Design and Product Management teams.
- Helped to orchestrate the creation of autonomous scrum teams as the team expanded during my first year.
- Leading product research, strategy and execution across areas such as Core Product, Fintech and Integrations.
- Spearheading lean Product Marketing efforts.
- Reports to co-founder and Chief Product Officer.

Aug 2021—May 2022

Design Manager @ Jobber

Home Service / B2B Workflow SaaS  
Remote from Toronto, ON, Canada

- Couched and led five designers in different scrum teams across two different portfolio groups.
- Co-led the Self-Serve and Design System groups in collaboration with Engineering and Product Management managers.
- Kickstarted career dev plans for all of my reports with their positive engagement and feedback.
- Supervised the launch of the first qualitative study focused on user activation.
- Reported to Design Senior Manager.

Nov 2018—Jul 2021

Design Director @ Insticator

AdTech / MarTech B2B SaaS  
Waterloo, ON, Canada

- Built a multidisciplinary design team of ~5 folks that conducted UXR, UXD and marketing design in collaboration with Engineering and Marketing.
- Acted as the Location Manager for the Canadian office in Waterloo, where I supported recruiting, culture and basic office management.
- Supported the redesign, launch and communication of many crucial features.
- Supported the re-brand, product and team merging after a key acquisition.
- Reported directly to the founder and CEO.

Mar 2017— Nov 2018

Head of Design at Icalia Labs

Nearshore Software Dev Company  
Monterrey, NL, México

- Led a team of 5 SR & mid-level designers.
- Helped to turn a new design busines 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.

Mar 2011—Mar 2017

Co-founder & Director @ Raidho Aesthetics

Digital Design Services Studio  
Monterrey, NL, México

- Led a team of 10 (Designers + non-designers).
- Scaled a company to a strong Design 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.).

More About Me

Interests

- All things Design, Tech & Entrepreneurship.
- Human behaviour, psychology and philosophy; leadership & human development.
- Videogames & interactive media.




Short Term Career Goals

- Continue growing my Product Management and Design Leadership skillset; get access to more opportunities to lead other leaders.
- Continue expanding my Product knowledge (Product Management, Product Strategy.)

Hobbies

- Learning to play the electric guitar.
- Fantasizing about playing all the retro games in my retro consoles but never really making the time for it.

Do reach out!

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