



Robson Lopes Martins

Product Designer

Personal Information

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Skills

- Design Systems
- Visual Design
- User Research & Testing
- Interaction Design
- Information Architecture
- Accessibility (a11y)
- A/B Testing
- Data & Analytics
- CMS
- Code-Friendly Tools

Education

- Digital Design Degree (2022)
Ulbra - Universidade Luterana do Brasil

Languages

- Portuguese: First Language
- English: Fluent

ABOUT ME:

Senior Product Designer with 7+ years of experience in B2C/B2B products, primarily in retail and food tech. I leverage my background in software engineering to design scalable, data-informed solutions that drive business outcomes.

Currently leading end-to-end design at Firehouse Subs (3M+ MAUs), I specialize in product strategy, usability testing, and cross-functional collaboration.



Ambush

Sep 2021 → Present · Full Time



Firehouse Subs | US & CA

May 2023 → Present · Full Time Contractor

Senior Product Designer

Sole designer responsible for the Firehouse Subs mobile app, used by over 3 million active users across the US and Canada.

- Redesigned core ordering flows, increasing conversion by 6.3%.
- Revamped offers and loyalty features, boosting redemptions by 50%.
- Helped raise app ratings from 3.5 to 4.9.
- Delivered redesigns for key flows including checkout, store locator, homepage, authentication, menu, and customization.
- Shipped new features such as challenges, reorder, sign up at checkout, digital gift cards, and donations.
- Ran visual QA for pixel-perfect and WCAG (Accessibility) compliant execution.
- Created scalable docs to streamline dev handoff and reduce ambiguity.



RBI | Burger King, Firehouse Subs & Popeyes

Mar 2022 → May 2023 · 1 yr 3 mos · Full Time Contractor

Product Designer

Worked on cross-brand initiatives across RBI's digital ecosystem.

- Collaborated with a team of 10 designers to build and maintain a shared Design System used across apps, websites, and in-store devices.
- Created components and documentation for use in POS, KDS, and internal restaurant tools, improving consistency and efficiency.
- Partnered with engineers and product managers to ensure adoption and alignment across brands and platforms.
- Contributed to audits and refinements for accessibility and responsiveness, ensuring scalability across devices.



Leap Hockey

Sep 2021 → Mar 2022 · 7 mos · Full Time Contractor

Product Designer & Webflow Developer

Designed and launched the digital experience for an online hockey training platform.

- Built a Webflow-based marketing site and internal dashboard with payment and subscription management.
- Developed a scalable Design System to ensure long-term consistency and ease of contribution for future designers.
- Improved overall conversion by 9.3% through UX refinements across key user flows.



Pmweb | CRO & CRM

Feb 2018 → Aug 2021 · 3 yr 6 mos · Full Time



Product Designer | CRM & CDP

Nov 2019 → Aug 2021 · 1 yr 9 mos

Collaborated with a team of 5 designers to build a CDP platform and AI-powered CRM that helped retail brands boost retention through automation and data-driven insights.

- Co-designed a Customer Data Platform and an AI-powered CRM from the ground up.
- Translated complex data structures into clean, usable interfaces.
- Delivered end-to-end design: wireframes, UI, specs, and design QA with cross-functional teams.



Product Designer | CRO

Feb 2018 → Nov 2019 · 1 yr 9 mos

Worked with some of Brazil's largest retail brands to optimize e-commerce performance through A/B testing and experimentation.

- Designed and tested UX improvements to increase conversion and ROI.
- Partnered with developers and analysts to iterate quickly based on data.
- Contributed to the CRO team's design strategy, from ideation to validation.



N49 & Reweb | Front End Engineer

Jan 2016 → Feb 2018 · 2 yr 2 mos



Front End Engineer | E-commerce (N49)

Developed e-commerce platforms for multiple brands, focusing on performance and usability.

- Built templates using OpenCart and Vue.js.
- Led an initiative to improve load speed with Server-Side Rendering.
- Contributed to UI improvements for a better shopping experience.



Front End Engineer | Content (Reweb)

Helped develop a drag-and-drop landing page builder for car dealerships.

- Built reusable UI components using Vue.js.
- Focused on flexibility and ease of use for non-technical users.
- Improved content creation speed through modular design.