

Raul Martinez

Product Designer & UX Engineer

12 Years of Experience

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City: St. Augustine, FL, US

Summary

Senior Product Designer & Front-End Developer specializing in UX strategy, scalable design systems, and engineering for B2B/B2C SaaS and AI products.

Drove the launch of AI-powered platforms that reduced workflow time by 80% and led redesigns for consumer brands, achieving 140% subscriber growth and 5x WAU, +21% user retention for Startups under UX leadership. Expert at aligning teams, optimizing user journeys, and ensuring accessibility to improve the user experience and meet business goals.

Education

IBM
Generative AI for UI/UX

Google
UX Design Specialization

Michigan State University
B.S. Graphic Design

Universidad Autónoma de Occidente
B.S. Multimedia Engineering - HCI

Skills

Product Thinking, UX Strategy, Interaction Design (IxD), Human Computer Interaction (HCI), Design Systems, User Research, Journey Mapping, Wireframing, High Fidelity Prototyping (Figma / Adobe XD), Accessibility (WCAG 2.1), Product 0 to 1, Product Road Mapping, Cross-Functional Leadership, Data-Informed Design, Jira, Asana, Monday.com, Agile Methodologies, Prototyping as Code, Adobe CC, Motion Design.

TypeScript, React, Next.js, HTML5, CSS3, Tailwind CSS, Flutter (Dart), Shadcn UI, Google Material Design, APIs, Git/GitHub.

LLM Integration (OpenAI / Gemini / Claude), Prompt Engineering, Vibe Coding, AI Workflow Automation, Cursor, Antigravity.

CMS Development (WordPress, Shopify, HubSpot / HubDB), back-end (Firebase / Supabase, PostgreSQL), API Integrations (Stripe, MailChimp, SendGrid).

Languages

English | Spanish

Work Experience

Senior Product Designer & Front-End Developer

Hive Strategy | Aurora, CO | 01/2025 – Present

- Lead 0 to 1 UX strategy and scalable **design systems** for B2B enterprise **AI apps**, translating complex constraints into high-fidelity UIs that **reduce user drop-offs**.
- Leverage user analytics to pitch data-driven UX strategies to executive stakeholders, optimizing **CTR** and long-term user retention.
- Streamline design-to-dev workflows and champion **ADA** (WCAG 2.1) compliance via **A/B testing**, achieving full **accessibility** and accelerating rollouts.
- Design and engineer custom plugins, components, architectures and **AI assistants**, driving dynamic data personalization across multiple enterprise audience to elevate user engagement for CMS: **HubSpot (HubDB)** and **WordPress**.

Senior UI/UX Designer & Front-End Developer

Fivecanons | Jacksonville, FL | 02/2020 – 01/2025

- Directed end-to-end UX strategy and built scalable design systems for enterprise **B2B** and **B2C** clients using Figma / Adobe XD and design-token libraries, which streamlined design-to-engineering handoffs and **reduced turnaround time**.
- Led a data-driven UX conversion strategy for BUBBA Burger, overhauling the consumer journey with analytics and AI workflow automation, which drove **140 % subscriber growth** and a **(6x) six-fold increase in email click-through rate (CTR)**.
- Designed and developed **high-fidelity prototypes, custom web components, and plugins for enterprise CMS** platforms (WordPress, Shopify, Webflow) for clients such as Samsung, IMAX, Xperi, and DTS, delivering WCAG-compliant experiences that **improved site speed, user retention, and conversion rates**.
- Championed **DesignOps** by mentoring junior designers on QA standards, while producing advanced motion design assets (After Effects, LottieFiles) to **elevate product UX and marketing campaigns**.

Senior Product Designer

UX Media (Consultancy) | Jacksonville, FL | 10/2014 – 01/2025

- Directed **end-to-end product design and engineering** for startups and SaaS platforms using Figma, GitHub, and data-informed design, which **improved user satisfaction and reduced launch time**.
- Designed and engineered a **Next.js AI-powered SaaS** platform and a **custom Figma plugin** that automated design-system generation, **cutting manual design-to-code workflows by 80% and achieving 98% user satisfaction**.
- Led UX/UI strategy and information architecture for Chuck, a sports-and-games app, with Figma and data-informed design, which **drove a five-fold increase in weekly active users, a 21 % rise in day-30 retention, and helped secure over \$500K in funding**.
- Led UX/UI design, A/B testing, road-mapping, and development of **React** mobile components for the Ostrich fintech app, streamlining onboarding and **contributing to a first-place win in a startup competition**.

Lead Product Designer

Craimark Studios | Jacksonville, FL | 03/2016 – 02/2020

- Directed cross-functional product teams** (design, engineering) to launch custom web experiences, motion-graphics animations, video productions, and multimedia campaigns, using wireframes, **design systems** and rigorous QA to ensure **on-time delivery and higher user satisfaction**.
- Translated complex business requirements** into strategic product roadmaps, standardizing agile workflows to **accelerate cross-functional efficiency and user engagement**.
- Led 0-to-1 UX strategy** for custom web apps, architecting design systems, user flows, and front-end components (HTML/CSS/JS/PHP, React) and **presenting A/B-tested iterations to stakeholders, which secured approval and accelerated launch timelines**.
- Leveraged behavioral analytics** (Google Analytics) and **SEO** heuristics to shape UX strategies, **improving site performance and reducing load times**.

Multimedia Designer and Front-End Developer

Salamaya | Cali, Colombia | 01/2013 – 01/2014

- Designed **human-computer interactions for B2C** products that **improved user experience**.