

José Ángel Martínez Martínez

UX/UI Designer | Web & Interaction Design | Remote Product Designer

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Summary

User-Centered UX/UI Designer with 6+ years of experience designing intuitive, accessible, and scalable digital products. Specialized in SaaS platforms, design systems, and front-end development. Proven track record leading cross-functional teams, conducting UX research, and creating effective design solutions that align with user needs and business objectives. Skilled in usability testing, prototyping, interaction design, and delivering high-quality, developer-ready assets.

Experience

Callpicker – UX/UI Design Lead (Remote) | Mar 2023 – Present

- Led UX strategy and execution for a virtual PBX SaaS platform, improving user onboarding and task completion rates.
- Implemented AI tools (ChatGPT, Readdy, Claude) to streamline user flows, content writing, rapid prototyping and design iteration.
- Conducted user interviews, heuristic evaluations, and usability tests to validate design decisions.
- Created low to high-fidelity wireframes, interactive prototypes, and journey maps using Figma.
- Maintained a design system to ensure visual consistency, speed up development, and reduce UI debt.
- Worked closely with engineers and PMs in agile sprints, providing documentation and UI testing.

Mexbuy – UX/UI & Web Designer (Remote) | Jan 2021 – Feb 2023

- Designed responsive user interfaces and components for web and mobile logistics platforms using Webflow and Figma.

- Performed competitive analysis and stakeholder workshops to define product requirements and user flows.
- Built multilingual websites (EN/ES/CH), emphasizing accessibility and localization best practices.
- Created UI illustrations, and brand-aligned design elements to support marketing and UX initiatives.
- Executed A/B testing and analytics reviews to improve navigation, conversion rates, and retention.

Nutenta (Coca-Cola) – UI Designer (Remote) | Feb 2020 – Jan 2021

- Contributed to the UI design of mobile apps and reward system tools targeting Latin American retailers.
- Enhanced and documented the design system to enable faster interface production and consistency across teams.
- Created High-fidelity wireframes, visual assets, advertising banners and iconography that aligned with Coca-Cola's branding guidelines.
- Implemented improvements in the brand identity manual to maintain consistency and accessibility on digital platforms.

www.kobalto.com.mx – Founder and Web Designer Lead | 2020 – 2023

- Led a Strategic Web Design Agency for Logistics Clients in LATAM.
- Oversaw end-to-end design and development of websites for startups and small businesses, with a focus on the logistics sector.
- Managed a multidisciplinary team to deliver high-conversion landing pages and marketing websites, applying UX workflows, user research, and agile sprints to ensure good results.
- Managed project acquisition, client communication, and long-term follow-up to maintain satisfaction and growth.
- Developed accessible, responsive websites using WordPress, Webflow, and custom HTML/CSS solutions.
- Key clients included CFMOTO, Dicex, Latitudex, UFScience, and Medicarm.

Xisca Siete – Multimedia Designer | 2019 – 2021

- Designed and managed digital assets for e-commerce platforms and social media campaigns.
- Maintained corporate website and collaborated with marketing on product launch visuals.

- Publicidad Aragón – Graphic Designer | 2017
- Produced print materials including flyers, catalogs, and menus for local businesses.

Education

- Universidad Anáhuac Oaxaca – Digital Multimedia Design (Partial)
- Universidad Autónoma de Madrid – Intro to Programming in C (2020–2021)
- Platzi – Ongoing Courses (UX/UI Design, HTML/CSS, Web Development, Design Systems, Accessibility (WCAG 2.1))
- Interface School - Design systems from 0 to 100

Skills

- UX/UI Design, Interaction Design, Wireframing, Prototyping, Design Systems
- UX Research, User Interviews, Journey Mapping, Accessibility (WCAG 2.1)
- Responsive Web Design, Mobile-First Design, A/B Testing, Usability Testing
- Tools: Figma, Adobe XD, Miro, Photoshop, Illustrator, Webflow, WordPress
- Front-End: HTML, CSS, Tailwind CSS, Bootstrap (basic knowledge)
- Analytics: Google Analytics, Hotjar, Lucky Orange
- AI Tools: ChatGPT, Readdy, Claude
- Project Management: Trello, Notion, Monday.com, Goodday

Languages

- Spanish (Native)
- English (Professional Fluency)