José Ángel Martínez Martínez

Product Designer | Senior UX/UI Designer

Email: angelmar0199@gmail.com | WhatsApp: (+52) 951 148 38 72 | Portfolio: www.angeluxui.com |
LinkedIn: www.linkedin.com/in/angeluxui | Behance: https://behance.net/angelmartinez13

SUMMARY

UX/UI designer with more than 6 years of experience creating intuitive, scalable, and accessible digital products. I have led projects for SaaS platforms and B2B solutions in sectors such as logistics, e-commerce, and telecommunications.

I combine interaction design, metric analysis, and AI to create interfaces that improve conversion and reduce friction. I'm looking to collaborate with teams that value strategic and data-driven design.

FUNCTIONAL SKILLS

- Interface design
- Web and mobile design
- Accessibility WCAG 2.1

- AI prototyping
- Artificial Intelligence
- User journey

- Usability and UI testing
- User research
- Design system

EXPERIENCE

UX/UI Designer Lead - Callpicker (Remote)
Mar 2023 - Present

- **Lead the UX design strategy** for a telecommunications SaaS platform targeting companies in LATAM and the U.S.
- **Analyzes recordings and behavioral data** using *LuckyOrange* and *Google Analytics* to make design decisions, **achieving up to an 18% reduction in average task completion time** and a **22.5% increase in task completion rate** across main products and demos.
- **Implement artificial intelligence tools** such as *ChatGPT* and *Claude* to **accelerate up to 80%** of the **copywriting**, **heuristic evaluations**, and **accessibility review** processes.
- **Prototyping** with *Readdy* and *Lovable* to create functional MVPs and prototypes, **accelerating the process by up to 70%.**
- Design **high-fidelity wireframes**, **user flows**, and **interactive prototypes** using *Figma*.
- **Maintain the design system** and **supervise UI testing** to ensure visual consistency and development efficiency.
- Collaborate closely with Front-end, Back-end, Project Managers, support teams, and stakeholders to **define requirements**, **perform technical handoff**, and deliver documentation.

Web and UX/UI Designer - Mexbuy (Remote)
Jan 2021 - Feb 2023

- **Designed** the main interface for the company's logistics and supply chain software.
- **Conducted user interviews** and **benchmarking** to define key functionalities.

- **Created low and high-fidelity wireframes**, **user flows**, **interactive prototypes**, **heuristic evaluations**, and **designed a component library** in *Figma* (UI Kit).
- **Designed** responsive, multilingual, and WCAG 2.0 accessible **websites and landing pages**, prioritizing performance and SEO. I based design decisions on data from *Hotjar* and *Analytics*.
- Redesigned and developed the official website in Figma and Webflow, resulting in a **25% increase in monthly organic traffic** and a **30% reduction in bounce rate** within 3 months.
- Created **high-conversion landing pages** in *Webflow* and *WordPress*, resulting in a **38% increase in leads**, a **41% rise in main CTA clicks**, and a **25% decrease in bounce rate**.

UI Designer - Nutenta, Coca Cola (Remote)
Feb 2020 - Jan 2021
- Collaborated on the **UI design** of an e-commerce platform for Latin American shop owners, working closely with UX designers, developers, stakeholders, and marketing teams.
- **Designed the e-commerce interface**, reward system, and in-app learning modules for *Android* and *web* and **prototyped interactions** in *Marvel* and *Figma*.
- **Designed custom illustrations**, **iconography**, and **promotional banners** aligned with brand identity.
- **Documented the design system** to streamline production and maintain visual consistency across the app.

Founder and Web Designer - Kobalto (Remote)
Jan 2019 - Dec 2023
- Founded a strategic web design agency for logistics companies, focused on **optimizing conversion**, **retention**, and **SEO**.
- **Led** a multidisciplinary team of 3 people, applying **agile methodologies**.
- **Designed and developed** websites using *WordPress*, *Webflow*, *Shopify*, and custom *HTML/CSS*.
- Implemented **UX/UI** and **SEO** strategies that led to measurable improvements via *Google Analytics* and *Hotjar*, including **up to 16% reduction in bounce rate** and **30% increase in lead generation**.

EDUCATION
- Universidad Anáhuac Oaxaca - Digital Multimedia Design (partial 2018 - 2021)
- Platzi - Courses (Vector Illustration, Web Development, Accessibility WCAG 2.1)
- Interface School - Design Systems from 0 to 100

TOOLS

Figma, Webflow, WordPress, Adobe Illustrator, Adobe Photoshop, Miro, Readdy, Loveable, ChatGPT, Google Analytics, Hotjar, LuckyOrange, HTML/CSS, ClickUp, Trello, Notion

LANGUAGES

Spanish (Native), English (Professional fluency – C1)