

Greddys Martinez

Sr. Product Designer | AI-Driven UX | Enterprise SaaS

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Senior Product Designer with 10+ years of experience designing enterprise SaaS and AI-driven products at scale. Proven track record of improving user adoption, reducing operational costs, and driving business growth through data-informed design decisions.

Experienced in complex workflows across HR, payroll, and fintech systems, with a strong focus on design systems, accessibility, and AI-assisted product development. Strong collaborator with Product and Engineering, leading end-to-end design in fast-paced, cross-functional environments.

EXPERIENCE

Sr. Product Designer

ITX Corp (Client: Paychex) — Remote, Spain

Mar. 2021 – Present

- Reduced form completion time by **35%** by redesigning onboarding and enrollment flows using user research and usability testing
- Decreased support demand by **9,000+ calls/year and 500+ tickets** through improved HR and hiring workflows
- Contributed to a **+5,500 user increase** in annual enrollment by simplifying complex decision-making flows
- Designed and launched **AI-powered (LLM) features**, improving user decision-making during benefits enrollment
- Led end-to-end design for an enterprise platform with **2.3M users**, influencing product strategy and cross-functional decisions
- Built scalable **design system components (React-based)** for consistency across mobile and desktop
- Partnered with Product and Engineering to align UX strategy with agile delivery
- Applied accessibility and usability best practices in complex, data-heavy interfaces
- Presented design decisions to senior stakeholders, driving alignment and product direction

Acting Staff Product Designer (scope-based)

- Defined product vision and design strategy for large, ambiguous initiatives
- Led discovery: research, problem framing, and rapid prototyping
- Influenced cross-team decisions and product direction

UX / UI Designer

Alquilando S.A. (PropTech Marketplace) — Remote, Argentina

Mar. 2019 – May. 2021

- Led end-to-end product design for a B2C proptech platform serving LATAM
- Established a **user-centered design foundation**, introducing personas and research-driven workflows
- Built a **scalable design system** based on Material Design
- Translated business goals into validated UX solutions through usability testing
- Delivered high-fidelity designs and prototypes, improving development efficiency
- Built HTML and CSS email templates for compatibility and consistent brand presentation across campaigns.

UX / UI Designer

Studio Hakuna (Client: Paramount App LATAM) — Remote, Argentina

Dec. 2019 – May. 2020

- Conducted UX research to understand audience behavior and content consumption patterns
- Redesigned key user flows, improving usability and engagement across the streaming experience
- Delivered wireframes, prototypes, and high-fidelity UI aligned with business and content strategy
- Collaborated with cross-functional teams to ensure timely and high-quality delivery

UX/UI Designer

Elevation | Web Solutions for Nonprofits

Jan. 2017 – Feb. 2019 | Buenos Aires, Argentina (Hybrid)

- Delivered UX/UI solutions for multiple nonprofit clients (B2B & B2C)

- Improved usability and accessibility across digital platforms
- Designed e-commerce and donation flows, improving conversion rates
- Collaborated with developers and strategists to align user needs with business goals

Freelance UX / UI Designer / Graphic Designer

Multiple clients | Web and social media

Feb. 2014 – Feb. 2017 | LATAM, Spain, USA (Remote)

- Delivered end-to-end UX/UI design for **early-stage products, e-commerce platforms, and marketplaces** across multiple industries
- Designed and launched **brand identities and digital experiences from 0→1**, including websites, product interfaces, and design systems
- Improved **user engagement and conversion** through optimized user flows, visual design, and marketing assets
- Contributed to **growth initiatives**, including social campaigns, landing pages, and paid acquisition assets (Google Ads, email, social media)
- Designed and developed responsive interfaces using **HTML/CSS**, ensuring consistency across platforms

EDUCATION

Universidad Rafael Belloso Chacín | Diploma in Web Media Design (2014-2015)

URBE | Bachelor's in Graphic Design (2012-2015)

Coderhouse | UX Design / Graphic Design (2017)

CERTIFICATIONS

Nielsen Norman Group (NN/g)

- Understanding LLMs: A Guide for UX Practitioners | NN/g | Jan 2026
- Measuring UX and ROI | NN/g | Jun 2025
- Practical AI for UX Professionals | NN/g | Jan 2025
- Information Architecture | NN/g | Jan 2025
- Designing Complex Apps for Specialized Domains | NN/g | Dec 2023
- Writing Compelling Digital Copy | NN/g | Dec 2023
- The Human Mind and Usability | NN/g | Aug 2023



Interaction Design Foundation (IxDF)

- Accessibility: How to Design for All | IxDF | Jun 2023
- Web Design for Usability | IxDF | Jan 2021
- UI Design Patterns for Successful Software | IxDF | Mar 2021
- User Research: Methods and Best Practices | IxDF | Nov 2020

Udemy | Coursera

- Object-Oriented UX (OOUX) Fundamentals | Udemy | Jun 2024
- How to Write Great Microcopy | Udemy | Jul 2025
- Evaluating User Interfaces | Coursera | Jan 2019

SKILLS

Product & UX Design: Enterprise UX, Complex Workflows, Design Systems, Interaction Design, Information Architecture

Research & Strategy: User Research, Usability Testing, Data-informed Design, Problem Framing

AI in Design: LLMs, AI-assisted workflows, rapid prototyping, research synthesis

Tools: Figma, Miro, Adobe Suite, Maze, Notion, Jira, Webflow

Languages: Spanish: Native | English: Bilingual | German: Elementary