

Martin La Rosa

Senior Visual Designer | Webflow Specialist

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[work samples](#)

Summary

Senior UI / Product Designer with 8+ years of experience designing scalable digital products, with a strong focus on visual clarity, component-based systems, and interface consistency.

I specialize in translating complex requirements into clear UI solutions, defining reusable components and design systems in Figma, and collaborating closely with product, engineering, and business teams.

Skills

Core Skills

UI Design Design Systems Component-based Design Responsive Interfaces
Microinteractions User Testing (Maze, Hotjar) Prototyping & Handoff

Design Tools

Figma Figma Sketch Adobe XD Photoshop Illustrator After Effects Lottie

UX &

Research Tools

Miro Maze Overflow Marvel Relume

AI & No-Code

Midjourney Fliki Webflow Pikaso ChatGPT Perplexity Lovable Framer

Soft skills

Active Listening Creativity and Innovation Collaboration Work Ethic Empathy
Business Value, Understanding

Soft Skills

Active listening Collaboration Problem solving Visual thinking Business understanding

Experience

Nutritec — Senior Visual Designer

📅 Jul 2025

- Led visual direction and execution for brand and commercial campaigns in a fast-paced agency-style environment.
- Built scalable visual systems aligned with marketing and sales objectives.
- Partnered with cross-functional teams to deliver high-impact visual solutions.

Globant — Visual Designer

📅 Mar 2021 - Jul 2025

- Sportian (2024–2025)
 - Created and maintained a scalable Design System with reusable components.
 - Designed and implemented new modular templates for landing pages in Webflow.
 - Collaborated with development, QA, and product teams to validate features.
 - Utilized AI tools (Midjourney, Pikaso) to create visual assets efficiently.
- Autodesk (2023–2024)
 - Benchmarking and improving Design System components based on competitor analysis.
- Prisma (January 2023 – April 2023)
 - Designed interfaces based on user feedback and documented reusable components in Figma.
- Itaú Bank (Apr 2022 – Nov 2022)
 - Supported website redesign and contributed to the new Design System components.
- Cogni App (Cogni Wallet) (2021–2022)
 - Improved graphic components (buttons, icons), designed user flows, and prototypes.

Havas — UX/UI Designer

📅 Dic 2019 - Dic 2020

- Web Ytuqueplanes
 - Led the design of the interface and wireframes in collaboration with the UX team to optimize user flow.
 - Developed prototypes for the website and maintained a consistently updated component library.

Education

ISIL San Ignacio de Loyola Institute

📅 Mar 2010 - Jul 2014

- Graphic Design

Crehana

📅 Jun 2019 - Jul 2019

- UX & UI Fundamentals: Interface Design
- UX: Accessible and interactive design

REPENSAR

📅 Jul 2022 - Mar 2023

- Product Design Program

LKIND

📅 Jun 2025 - Jun 2025

- The AI-Driven Product Designer