

# Gabriela Martinez

End-to-end Product Designer located in Austin, Texas.

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## EXPERIENCE

Parler Cloud Technologies | Remote

**Senior Product Designer** | Apr 2025 - Current

- Designed for the needs of a diverse ecosystem of apps such as social, video, commerce, and fintech.
- Introduced process innovation such as recorded prototypes with voiceovers to streamline handoff and cutting at least 1-2 days in clarification time.
- Led design efforts for critical features such as onboarding and creator monetization.

Edgio (formerly Layer0, Limelight Networks) | Remote

**Principal Product Designer** | Jan 2022 - Jan 2025

- Led end-to-end product design for web app optimization and cybersecurity SaaS digital product line.
- Created user flows, prototypes, high-fidelity UI designs, and pitched product & feature improvements.
- Developed a detailed design system to reduce design time and maintained UI standards.

WayWiser | Austin, TX

**Founding UX UI Designer** | Jul 2020 - Nov 2021

- Developed mobile app flowcharts, prototypes, and high-fidelity UI designs, focusing on creating an accessible experience for iOS and Android devices.
- Designed mobile app interfaces with a focus on simplicity and clarity for accessibility and B2C users with limited technical experience.

ThisWay Global | Austin, TX

**Founding Product Designer** | Apr 2019 - Dec 2020

- Led the design of Ai4JOBS, a standalone web application powered by large language models (LLMs) to improve candidate matching for Applicant Tracking Systems (ATS)
- Guided the UX of 5 partner integrations (Salesforce, Greenhouse, iCIMS, UltiPro, and Oracle Taleo) by ensuring seamless alignment between our technology and their native UI.

Diocesan Publications

**Product Artist** | Nov 2017 - Dec 2018

## 500 LEVEL

**Graphic Designer** | Sep 2016 - Sep 2017

## PROJECTS

Uplynk

**Brand Designer** | Jan 2025 - Apr 2025

Thinkful

**UXUI Student Mentor** | May 2022 - May 2023

## EDUCATION

**Certificate In UXUI Design**

University Of Texas At Austin | Dec 2018

**BFA In Communication Design**

Texas State University | Aug 2016

## SKILLS

### Design

User Interface Design  
Prototyping  
Journey Mapping  
Brand Strategy  
Design System Development  
Data Visualization  
Design Strategy  
Usability Testing  
Interaction Design  
Web Design  
User Research  
Iterative Design

### Software

Figma  
Jira  
Adobe Creative Suite  
Sketch  
Front-end Knowledge  
Loom  
Webflow  
Storybook

### Other

Design Sprints  
Product Ideation  
Art Direction  
Product Vision Ownership  
Task Success Rate  
Cross-Functional Collaboration  
Roadmap Planning  
Session Recordings  
User Flow Iteration  
Project Planning