

Gabriela Martinez

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Product Designer with 8+ years of experience, shaping product strategy, establishing design practices, and elevating the role of design within cross-functional teams across diverse industries and product types.

EDUCATION

BFA In Communication Design

Texas State University | Aug 2016

Certificate In UX UI Design

University Of Texas At Austin | Dec 2018

PROJECTS

Uplynk

Product Designer (Website) | Mar 2026 - Current

PhaseTwo.io

Product Designer (Dashboard / SaaS) |

Jan 2026 - Current

Uplynk

Brand Designer | Jan 2025 - Apr 2025

Thinkful

UX UI Student Mentor | May 2022 - May 2023

SKILLS

Design

User Interface Design

Design System Development

Prototyping

Brand Strategy

Web Design

Design Strategy

Usability Testing

Interaction Design

Software

Figma

Jira

Loveable

Webflow

Front-end Knowledge

Loom

Adobe Creative Suite

Other

Design Sprints

User Flow Iteration

Product Ideation

Art Direction

Product Vision Ownership

Cross-Functional Collaboration

Senior UX UI Designer | Oct 2025 - Current

Space Dinosaurs

- Conduct UX audits, heuristic evaluations, of eCommerce platforms to identify conversion bottlenecks and usability issues.
- Develop and maintain client-specific design systems
- Support iteration and delivery within a consulting environment, adapting to multiple clients, industries, and technical stacks.

Senior Product Designer | Apr 2025 - Jan 2026

Parler Cloud Technologies

- 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
- Led design efforts for critical features such as scalable design systems, onboarding and creator monetization.

Principal Product Designer | Jan 2022 - Jan 2025

Edgio (formerly Layer0, Limelight Networks)

- Led end-to-end design for a cybersecurity SaaS platform, significantly reducing time-to-resolution for enterprise security investigations.
- Created user flows, prototypes, high-fidelity UI designs, and pitched product & feature improvements.

Founding UX UI Designer | Jul 2020 - Nov 2021

WayWiser

- 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.

Founding Product Designer | Apr 2019 - Dec 2020

ThisWay Global

- 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.

Product Artist | Nov 2017 - Dec 2018

Diocesan Publications

Graphic Designer | Sep 2016 - Sep 2017

500 LEVEL