

MARTIN SON

Product Designer | martin@35seven.com | 213.505.2233 | www.35seven.com

Experience

Founder / Designer

Freelance

35Seven LLC

Porter Ranch, CA

- Founded and operate a freelance design studio delivering cross-functional product design, UI architecture, and front-end web development strategies.
- Lead end-to-end execution of responsive wireframes, high-fidelity prototypes, and design systems using Figma to translate brand visions into user-centric web solutions.
- Architect AI-assisted design and rapid prototyping workflows, automating UI component generation and streamlining developer handoff to accelerate time-to-market.

Senior Product Designer

September 2017 – December 2024

IntroLend

Remote | St. George, UT

- Spearheaded the UX/UI design for a digital mortgage platform, collaborating with Product Managers, Engineers, and Executives to refine the product vision and user flows.
- Utilized AI data-synthesis tools to analyze qualitative user feedback, accelerating iteration cycles on responsive Figma mockups and reducing user friction.
- Established an inclusive interface framework emphasizing rigorous typography hierarchies and visual design architecture to ensure strict WCAG accessibility compliance.

Product Designer

August 2014 – October 2015

Causecast

Burbank, CA

- Designed an end-to-end corporate donation and volunteer tracking system in collaboration with Client Services and Engineering, directly increasing platform engagement.
- Conducted usability testing and iteration cycles to transform complex tracking data into intuitive, high-fidelity mockups and interactive prototypes.

UI/UX/Product Designer

May 2013 – August 2014

Nestivity

Brentwood, CA

- Co-authored the product vision and responsive UI architecture for a Twitter-based community engagement platform alongside Executives and Lead Developers.
- Created mobile-first prototypes, wireframes, and interface designs that optimized real-time social interaction and measurably improved application usability.

Experience

UI/UX Designer

February 2010 – May 2013

Passenger / Fuel Cycle

Los Angeles, CA

- Engineered the front-end migration of a legacy consumer research platform to modern technologies including HTML5, CSS3, JavaScript, and Bootstrap.
- Bridged design and engineering gaps by converting custom typography, visual design specs, and interactive prototypes into high-performance, cross-device UI code.

Web Designer

January 2009 – February 2010

THE_GROOP

Los Angeles, CA

- Shipped end-to-end web experiences for enterprise-level brands (Disney, LA Philharmonic, Savings.com) by collaborating with cross-functional teams and principal designers.
- Delivered pixel-perfect interactive prototypes, responsive web layouts, and visual assets that aligned strict brand identity guidelines with user needs.

Senior Graphic Designer

June 2007 – January 2009

The Artime Group

Pasadena, CA

- Aligned visual design strategies with business goals, partnering with Creative Directors to deliver typography-driven brand identities, marketing decks, and interface mockups.
- Standardized design system templates for client collateral, increasing the agency's asset creation speed and overall brand consistency.

Core Skills

Product Design, UX Research, Interaction Design, User Flows, Wireframing, Rapid Prototyping, Usability Testing, User Interviews, Design Systems, WCAG Accessibility Compliance, Information Architecture, Front-End Development, Cross-Functional Collaboration

Tools & Tech

Figma, FigJam, Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign), HTML5, CSS3, Bootstrap, AI Prototyping Workflows

Education

Art Center College of Design

Bachelor's of Fine Arts, Graphic Design with Honors

- Helena Balfour Edwards Scholarship Recipient