

Martin Son

SENIOR PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Senior Product Designer with 15+ years of experience delivering intuitive, accessible digital products while maintaining a 100% on-time delivery rate. Combines visual design with front-end coding (HTML5, CSS3, Bootstrap) to bridge user needs, design systems, and technical feasibility. Skilled in end-to-end UX, information architecture, and WCAG accessibility standards.

PROFESSIONAL EXPERIENCE

Founder / Designer

Sep 2015 – Present

35SEVEN LLC • Porter Ranch, CA

- Founded and operate a freelance design studio, delivering investor-ready MVPs, scalable design systems, and web overhauls in Figma, including leading the complete web redesign and Webflow implementation for Urgently prior to its acquisition by Agero.
- Lead end-to-end UX execution and web redesigns across responsive wireframes and high-fidelity prototypes, specializing in investor-ready products that empower early-stage startups to successfully secure seed and Series A funding.

Senior Product Designer

Sep 2017 – Dec 2025

IntroLend • Remote - ST. George, UT

- Built an accessible design system and component library with cross-functional partners, standardizing white-label platforms around WCAG accessibility standards so all borrowers navigate loan steps smoothly.
- Led the end-to-end UX redesign of mobile onboarding in Figma using direct user research to remove clutter, boosting completion rates 42% in 90 days and cutting onboarding time 40%.
- Overhauled document upload user flows to simplify the information architecture, reducing loan time-to-close by 24%, dropping support tickets by 45%, and cutting status calls by 54%.
- Designed real-time tracking dashboards for real estate partners, reaching 62% agent adoption in 90 days, 85% clearer workflow visibility, and boosting total loan completion by 22%.

Product Designer

Aug 2014 – Oct 2015

Causecast • Burbank, CA

- Designed a corporate giving and volunteer tracking system in close partnership with engineering, boosting daily employee interaction by 45% across enterprise client accounts.
- Conducted usability testing sessions to simplify complex tracking screens into interactive prototypes, cutting user errors by 60% and driving platform growth that contributed to Causecast's acquisition by America's Charities.

UI/UX and Product Designer

May 2013 – Aug 2014

Nestivity • Brentwood, CA

- Co-created the product strategy and responsive UI architecture for a real-time Twitter engagement platform, designing organized conversation spaces that contributed to its successful merger with Adly.
- Designed mobile-first wireframes, user flows, and rich-media interfaces with direct calls to action, simplifying complex platform navigation and boosting overall content reach and usage.

UI/UX Designer

Feb 2010 – May 2013

Passenger / Fuel Cycle • Brentwood, CA

- Updated front-end code using HTML5, CSS3, JavaScript, and Bootstrap, translating visual designs into responsive desktop and mobile web interfaces.

Web Designer

Jan 2009 – Feb 2010

THE_GROOP • Los Angeles, CA

- Designed and built responsive web projects for enterprise clients, including Disney, LA Philharmonic, and Savings.com.

Senior Graphic Designer

Jun 2007 – Jan 2009

The Arttime Group • Pasadena, CA

- Crafted visual brand identities, interface mockups, and reusable design templates to accelerate marketing production while maintaining brand consistency.

CORE SKILLS

Product & UI Design

Product Strategy, User Research & Usability Testing, Wireframing, Information Architecture, Interactive Prototyping, Design Systems & Design Tokens, WCAG Accessibility

Development & Tools

Figma, FigJam, Sketch, Adobe Creative Suite, Webflow, HTML5, CSS3, JavaScript, Bootstrap,

Process & Leadership

AI-Assisted Prototyping, Agile/Scrum, Cross-Functional Leadership, Developer Handoff

EDUCATION

Art Center College of Design

Bachelor's of Fine Arts • Graphic Design with Honors

- Helena Balfour Edwards Scholarship Recipient