Martin Tejeda

Senior Product Designer & Strategist

5 years of experience working as a contractor across early-stage startups and larger companies like Facebook and Square. I thrive in fast moving environments, whether building from scratch with lean teams or scaling within complex, established systems.

Contact

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Education

UI/UX Design
General Assembly

B.S Nutritional Science
California State University, Los Angeles

Communities

UXPA International
Sponsorships & Program Manager

AIGA
General Member

Work Experience

Product Designer
June 2025 - Present

SouthEast Bank · Remote

SouthEast Bank is a commercial bank in Tennessee that serves personalized, technology-enabled banking services.

- Redesigning student loan and deposit account intake applications to streamline form completion and improve conversion rates.
- Conducting in-depth competitor analysis to identify best practices for simplifying financial application flows.
- Collaborating with marketing and engineering teams to build global UI components that ensure visual and functional consistency across product lines.

Product Designer
Feb 2025 - June 2025

TRUE-See · Remote

TRUE-See is a medical photography startup that helps hospitals and clinics capture more accurate wound images for documentation and patient care.

- Enabled expansion into hospitals and private practices by leading product strategy and end-to-end UX/UI design using Figma.
- Reduced documentation time and improve physician adoption by streamlining photo capture flows through moderated usability testing and workflow analysis.
- Accelerated handoff and development timelines by designing Bootstrap-based, dev-ready components aligned with a .NET MAUI tech stack.

Product Designer
Feb 2023 - Jan 2025

MDSV Capital · Palo Alto, CA

MDSV Capital is a venture capital firm with a venture studio. I worked across their portfolio to bring early product ideas to life through UX/UI design.

↳ *Arcoscan*

Arcoscan is a biometric age verification tool that uses facial recognition and liveness detection to verify age without requiring an ID.

- Delivered a pilot-ready age verification product by turning complex facial recognition tech into a lightweight, accessible user experience.
- Cut user abandonment from 51% to 20% by redesigning onboarding flows, simplifying gesture interactions, and designing real-time error recovery.
- Increased user trust with motion-enhanced UI and animated cues, applying prototyping best practices and accessibility guidelines.

↳ *Promontory*

The Promontory is a platform that connects emerging fund managers with limited partners through real-time fund intel, investor profiles, and private deal rooms.

- Aligned product with investor needs by transforming a passive news feed into a real-time fund dashboard using insights from 150+ surveys and 35 user interviews.
- Increased platform engagement by redesigning onboarding flows and leveraging user behavior data from Hotjar and PostHog.
- Catalyzed LP's decision-making by reorganizing fund profiles and introducing lightweight data visualizations for better information hierarchy.

Tools

Research
Google Analytics, Dovetail, UserTesting, PostHog, Firebase

Experience Design
Figma, Miro

Skills

Research
Usability Tests, User Interviews, Moderated User Tests, Unmoderated User Tests, A/B Testing

Experience Design
Design Sprints, Cross-collaboration,Interactive Prototypes, Business Analysis, Frontend Development (HTML, CSS, JS)

Soft Skills
Workshop Facilitation, Collaboration (across time zones), Empathy, Strong Work Ethic, Self Starter, Natural Leader (ENTJ-A), Stakeholder Buy-In, Negotiation

Work Experience (cont.)

Product Designer
Mar 2021 - Dec 2022

Underbelly · Salt Lake City, UT

Underbelly is a design agency where I led UX/UI work for clients across web and mobile products, and later transitioned into a design leadership role.

↳ *Internal Design Leadership*

- Led cross-functional design sprints for Fortune 500 clients, translating product goals into clear design roadmaps that generated over $800K in contracts.
- Partnered with engineering and PMs to scope work, align on timelines, and manage design budgets, reducing project risk and delivery friction.
- Mentored a team of 4 designers, providing feedback and career coaching to elevate craft and consistency across client projects.

↳ *Square*

Square is a commerce platform that empowers sellers to run and grow their businesses. My work focused on reducing phishing risk and increasing trust through a scalable email design system.

- Improved seller trust and reduced phishing risk by helping design a modular email system with consistent visual language across all communications.
- Defined scalable design standards by auditing 100+ templates and leading stakeholder workshops across teams and time zones.
- Enabled faster rollout of secure templates by implementing the new design system in Contentful with engineering and content teams.

↳ *Facebook*

Facebook is a global social platform. I helped redesign the admin notifications experience for public figure pages to streamline fan engagement at scale.

- Increased fan engagement for public figure pages by redesigning the notifications center to surface high-value interactions.
- Identified key friction points like missed mentions and overload through user interviews and behavioral data synthesis with UX research.
- Designed and tested multiple filtering and sorting concepts, refining them through internal design critiques and A/B test planning.
- Supported MVP rollout by delivering design specs and visual hierarchy guidance in close collaboration with engineers and PMs.

Jr. UX Designer
Aug 2020 – Dec 2020

Data 4 Good · Los Angeles, CA

Data 4 Good is a nonprofit focused on data transparency and accessibility. This is where I got my start in UX, working across marketing and product design.

- Improved clarity and mobile responsiveness of the marketing site through usability testing and design iteration in Figma.
- Built a shared UI component library to streamline developer handoffs and ensure design consistency across internal tools.
- Shipped accessible, on-brand designs by aligning prototypes with WCAG standards and collaborating closely with engineering.