

Senior Product Designer & Strategist with 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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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

Tools

- Research
Google Analytics, Dovetail, UserTesting, PostHog, Firebase
- Experience Design
Figma, Miro

Martin Tejada

Senior Product Designer & Strategist

Work Experience

Product Designer

Feb 2025 - Present

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.*
- Enable expansion into hospitals and private practices by leading product strategy and end-to-end UX/UI design using Figma.
 - Reduce documentation time and improve physician adoption by streamlining photo capture flows through moderated usability testing and workflow analysis.
 - Accelerate 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

- 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.
 - Delivered a branded pilot in collaboration with engineers and stakeholders, translating backend and legal constraints into scalable UX solutions.
 - ↳ *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.
 - Drove product prioritization post-beta by collaborating cross-functionally with PMs and engineers to ship high-impact features across discovery, engagement, and onboarding.

Education



UI/UX Design
General Assembly



B.S Nutritional Science
California State University,
Los Angeles

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.