Martin Tejeda

Product Designer with 5 years working across early-stage startups and large companies. I thrive in fast moving environments, whether building from scratch with lean teams or scaling within complex established systems.

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Experience

SouthEast Bank   May 2025 – Present
Sr. Product Designer · Remote

- Redesigned the student loan application, reducing average completion time by 3 minutes and driving a 63% completion rate, projected to add $50M in loan volume annually.

- Built a loan calculate adopted by 80% of applications within the first month of launch, validating demand for in-app financial guidance and informing future product roadmap.

- Collaborated with marketing and engineering to develop global UI components, ensuring consistency and scalability across product lines.

MDSV Capital   Feb 2023 – Feb 2025
Sr. Product Designer · Palo Alto, CA

- Digitized equestrian show operations, eliminating paper workflows and reducing fulfillment errors by 35%.

- Cut user abandonment from 51% to 20% by redesigning onboarding with AI-powered age verification.

- Launched a real-time investor dashboard, boosting engagement 40% in 6 months and doubling data room requests.

Slide (via Underbelly)   May 2022 – Oct 2022
Product Designer · Salt Lake City, UT

- Led a Google Ventures design sprint with Slide's executive team, securing a $300k contract extension and greenlight to design their new Claims application.

- Designed a self-service online Claims flow that processed over 10k claims processed within four months of launch.

- Catalyzed company growth by tying design outcomes to business metrics, contributing to Slide's $35M funding raise.

Facebook (via Underbelly)   Mar 2021 – Feb 2022
Product Designer · Salt Lake City, UT

- Optimized the notifications center for Public Figure accounts, increasing fan engagement by 7% and overall usage by 12%.

- Improved "Suggested for You" cards, boosting engagement 8% and driving 2.5M+ additional likes, comments, and shares.

- Explored and validated new filtering and sorting concepts, iterating through internal critiques and A/B testing.

Data 4 Good   Aug 2019 – Dec 2020
Jr. UX Designer · Los Angeles, CA

- Enhanced clarity and mobile responsiveness of the marketing site through usability testing and iterative Figma design updates, improving accessibility across devices.

- Built a shared UI component library, accelerating developer handoffs and driving consistency across internal tools.

- Supported product design-making by assisting with moderate user interviews and translating insights into design improvements.

Skills

Experience Design

Design Sprints, User Interviews (Moderated & Unmoderated), Usability Testing, User Experience Design, Product Development, Interaction Design, Product Management, Interactive Prototyping, Workshop Facilitation, Cross-functional Collaboration, A/B Testing, Design Thinking, Visual Design & Typography, Human-Computer Interaction, Product Innovation, Stakeholder Buy-in

Technical Skills

Figma, Miro, PostHog, Hotjar, Google Analytics, Firebase, HTML, CSS, JavaScript (basic)

Business and Strategy

Business Analysis, Data Interpretation, Lean Canvas Methodology, Contract Negotiation

Soft Skills

Collaboration Across Time Zones, Empathy, Self-Starter, Strong Work Ethic, Natural Leader (ENTJ-A)

Education

General Assembly   May 2019 – Jul 2019
UI/UX Designer · Los Angeles, CA

California State University - Los Angeles   Sep 2013 – May 2018
Nutritional Science · Los Angeles, CA