



**Martin**  
**Gómez Kennedy**  
Product Designer

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## WORK EXPERIENCE

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**Betterfly** Staff Product Designer / Design System Lead 2021 - Present

Lead the creation and evolution of scalable and cohesive design systems, ensuring consistency across a dynamic product ecosystem.

Align design strategies with okr and kpis and business objectives through data-driven decision-making.

Collaborate with multidisciplinary teams to translate complex requirements into intuitive user experiences, optimizing for user engagement and scalability.

Lead Cross Team (designers, illustrators and motion designers), fostering a collaborative and innovative environment to drive exceptional outcomes.

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**GK Studio** Designer And Director 2015 - Present

Directed branding, motion, and web design projects for SMBs and public organizations, emphasizing measurable client outcomes and sustainable practices.

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**Calificadas** UX Product Manager Aug 2022 - Nov 2023

Spearheaded the development and launch of a B2C product, managing the product vision, roadmap, and agile team workflows.

Conducted A/B testing and usability evaluations to prioritize and refine features, ensuring alignment with business goals and measurable outcomes.

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**Kunder** Product Designer Jan 2021 - Dec 2021

Designed and implemented innovative product solutions for financial and insurance sectors, focusing on accessibility and regulatory standards.

Partnered with cross-functional teams to deliver high-performing, user-centered designs optimized for complex technical architectures.

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## SKILLS

**Leadership:** Proven ability guiding teams, maintaining consistency, and delivering exceptional design solutions across complex and large projects.

**Design Systems:** Proficient in creating and evolving scalable systems with Figma.

**Collaboration:** Adept at partnering with cross-functional teams, translating goals into actionable strategies.

**Regulatory Standards:** Familiarity with compliance in financial and insurance services, data privacy (GDPR), and accessibility standards (WCAG) for mobile and web



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## ACADEMIC EXPERIENCE

### Universidad Nacional Del Nordeste

2013 - 2024

Professor and Coordinator

Guided the integration of teaching strategies across the Graphic Design curriculum, fostering a culture of innovation and collaboration.

Information Design Professor (Taller de Diseño 3)

## EDUCATION

### Universidad Nacional Del Nordeste

Masters Degree in Information Technology

2022

Graphic Design Bachelor Degree

2012

### Universidad de la Cuenca del Plata

Advanced Graphic Design postgraduate programme

2014

Interactive Design postgraduate programme

2013

### Interaction Design Foundation

2021 - 2023

Gamification, Human-Computer Interaction - HCI, Emotional Design

Foundations of UX Design, Design for the 21st Century with Don Norman

Adoption and Appropriation, Design for Augmented and Virtual Reality, Agile

Methods for UX Design, UX Management, Design Thinking, Journey Mapping, Data-

Driven Design, Accessibility, User Research, Usability Testing

### Google at Coursera

Project Management, Starting Project, Project Planning

2021 - 2022

### Others

Ai for Ux Products. Edison

2024

Design Ops. LinkedIn Learning

2022

## LANGUAGE

### English

CEFR B2 - Upper Intermediate

### Spanish

Native