Martín Gómez Kennedy

Sr. Product Designer

👤 Profile

Senior Product Designer with more than 10 years of experience in UX/UI design, creating and managing design systems and implementing user-centred digital solutions. I have experience leading highly complex projects such as Product Revamps, Design Systems and DesignOps. Committed to driving innovation while leveraging systemic thinking and complex problem-solving skills to enhance product outcomes.

💼 Employment History

Staff Product Designer at Betterfly

November 2021 — Present

- Designed and managed the Bubble DS design system, optimising workflows between design and development and improving the visual consistency of digital products.
- Created accessible and scalable reusable components, documenting each stage for easy adoption by internal teams.
- Collaborated with front-end engineers, integrating HTML/CSS to ensure proper implementation of designs.

UX Product Manager at Calificadas

July 2022 — December 2023

- Led design and UX strategy for key products, aligning business objectives with user needs across web and mobile platforms.
- Implemented UX research processes, including interviews and usability testing, to inform key design decisions.
- Managed cross-functional teams, ensuring high quality deliverables and optimised timelines.

Co-Founder and Creative Director at GK Studio

January 2015 — Present

- I have overseen responsive web design projects and e-commerce platforms from initial research to final delivery.
- I led user-centred design processes, creating wireframes, user flows and high-fidelity interactive prototypes.
- I have implemented tools such as Google Analytics to evaluate interface performance and optimise the user experience.

Product Designer at Kunder

January 2021 — November 2021

- Responsible for research, product discovery, and execution of product design for start-ups and established companies in the financial and insurance sectors.
- Design Systems Audits

Details

Argentina
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Links

Website
LinkedIn

Skills

UX/UI Design

Design Systems

DesignOps

Web and Mobile Design

Technical Collaboration

Agile Methodologies

Leadership and Mentorship

Languages

English

Spanish

✦ Education

Bachelor in Graphic Design, Universidad Nacional del Nordeste

January 2006 — January 2012

Interactive Design , Universidad de la Cuenca del Plata

January 2013

Interactive Design Specialization Programme

Advanced Graphic Design, Universidad de la Cuenca del Plata

January 2014

 Advanced Graphic Design Specialization Programme

UX Designer, Interaction Design Foundation

June 2021 — April 2023

UX and User Research Learning Pathway

Information Technology Master's Degree, Universidad Nacional del Nordeste, Corrientes

March 2022