



# Martín Gómez Kennedy

Product Design Specialist

## Summary

Dynamic Senior Product Designer with 12 years of experience crafting user-centric solutions that elevate digital interactions. Proficient in developing robust design systems, aligning design initiatives with strategic business objectives, and fostering collaboration within diverse teams. A strong advocate for impactful design, adept at translating complex requirements into seamless user experiences that resonate across various platforms. Committed to driving innovation while leveraging systemic thinking and complex problem-solving skills to enhance product outcomes.

## Work Experience

### Product Design Specialist at Betterfly

November 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.

### UX Product Manager at Calificadas

July 2022 — December 2023

- Spearheaded the development and launch of a B2C product, managing the product vision, roadmap, and agile team workflows.
- Created feature specifications and user stories that aligned with project goals and customer needs.
- Conducted user testing to validate product design decisions, resulting in an improved user experience.

### Product Designer at Kunder

January 2021 — November 2021

- Developed wireframes and prototypes to demonstrate product ideas and features to stakeholders
- Collaborated with developers to ensure product designs are implemented accurately and consistently
- Analyzed user feedback and data to identify areas of improvement and inform product decisions

## Details

Corrientes

Argentina

+543794701363

[martin.gomezkennedy@gmail.com](mailto:martin.gomezkennedy@gmail.com)

## Links

[Website](#)

[LinkedIn](#)

## Skills

Problem Solving

Systemic Thinking

Product Design

Communication

Leadership

Design Strategy

User Experience

User Interface

Design Systems

Accesibility

## Languages

English

Spanish

## **Design Director at GK Studio**

2015 — Present

- Directed branding, motion, and web design projects for SMBs and public organizations, emphasizing measurable client outcomes and sustainable practices.
- Developed creative concepts and designs for a variety of projects, including websites, print collateral, and digital marketing campaigns

## **Academic Coordinator at FAU UNNE**

March 2019 — October 2023

- Facilitating and strengthening mechanisms of integration and participation between the teaching teams of the Graphic Design Career.
- Representative of the Design Area in the Committee in charge of updating and implementing the curriculum of the Graphic Design Career.

## **Design Professor at Universidad Nacional del Nordeste**

March 2013 — October 2024

Graphic Design Projects 3 (Information Design) Assistant professor

- Assisted students in developing critical thinking skills through in-class debates and discussions
- Used interactive technologies to enhance instruction and student engagement

## **Design Professor at Universidad de la Cuenca del Plata**

2013 — Present

- Mentored students on their senior thesis projects, resulting in three students receiving honors at graduation
- Assisted students in developing critical thinking skills through in-class debates and discussions

Adjunct professor of the following courses:

- Fundamentals of Typography
- Advanced Multimedia Development
- Expressive Media
- Portfolio
- Professional Practice
- UX/UI Design Certificate Programme

## **Education**

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

March 2022 — Present

### **UX Designer, Interaction Design Foundation**

June 2021 — April 2023

UX and User Research Learning Pathway

### **Advanced Graphic Design, Universidad de la Cuenca del Plata**

2014

Advanced Graphic Design Specialization Programme

**Interactive Design , Universidad de la Cuenca del Plata**

2013

Interactive Design Specialization Programme

**Bachelor in Graphic Design, Universidad Nacional del Nordeste**

2006 — 2012