Tyler Martin

Washington, D.C., United States | tylerjmartinux@gmail.com | 7032171556

Lead Product Designer with 8+ years of experience building SaaS, B2C, and B2B products. I specialize in simplifying complex systems and creating intuitive, scalable experiences. I work closely with engineering, using front-end knowledge and AI-assisted workflows to prototype quickly and iterate fast. My work has driven measurable impact across enterprise tools, design systems, and customer-facing products.

Professional Experience

Lead Product Designer, Remine
Feb 2023 to Present

- Led the design of a B2C website, increasing monthly ARR by 276% within three months of launch
- Designed an enterprise admin dashboard, improving usability across key workflows and interactions
- Built a customizable SSO dashboard for MLS users to manage products, data, and daily tasks more efficiently
- Conducted competitive analysis and shared insights with leadership to help shape product strategy
- Used product analytics (Pendo) and user research to identify friction points and guide product improvements

UX Designer, Backabl (Contract)
Jan 2023 to Jul 2023

- Led 0→1 product design for a fintech platform, shaping the experience from early concept through launch
- Conducted user research and mapped end-to-end user flows to define onboarding and core product interactions
- Designed an internal dashboard to manage integrations, user data, and operational workflows
- Built onboarding experiences for bank integrations, simplifying complex requirements into clear, guided flows
- Created wireframes, interactive prototypes, and final UI to support rapid iteration and stakeholder alignment
- Ensured accessibility and strong visual hierarchy across the product experience
- Partnered closely with founders and stakeholders to define product direction and prioritize features
-

Visual Designer, Management Concepts
Jan 2022 to Jan 2023

- Designed infographics and visual learning materials for military and government audiences, translating complex information into clear, accessible formats
- Ensured all deliverables met Section 508 accessibility standards, maintaining compliance across digital and print assets
- Collaborated with stakeholders and subject matter experts to accurately communicate technical and instructional content
- Created visual systems and templates to improve consistency and scalability across learning materials
- Produced advertising and marketing assets for the United States Navy, aligning with brand standards while improving clarity and engagement
- Balanced strict compliance requirements with strong visual design to deliver both functional and engaging experiences

User Experience and Visual Designer, Pohanka Automotive Group
Aug 2017 to Jun 2022

- Conducted user feedback sessions and usability testing to refine and improve digital experiences across web and campaign touchpoints
- Developed wireframes and interactive prototypes to support UX improvements across multiple platforms and user flows
- Designed and launched digital marketing campaigns, including website assets, landing pages, and conversion-focused experiences
- Created high-performing banner ads and promotional graphics, optimizing for engagement and click-through across platforms
- Designed and executed email marketing campaigns, focusing on layout, hierarchy, and conversion-driven messaging
- Produced marketing materials for dealership promotions under tight deadlines in a fast-paced, high-volume environment

Education

Salisbury University, Salisbury
BFA - Graphic Design, Aug 2013 to May 2017

Links

tylerjm.com

Areas of Expertise

- User Research
- Responsive Design
- Agile/Scrum
- Interaction Design
- Accessibility (WCAG / ARIA)
- Prototyping with Axure RP and Adobe XD
- Usability Testing
- Adobe Creative Cloud
- Stakeholder Engagement
- Figma

Languages

English