

# TYLER MARTIN

## UI/UX DESIGNER

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### PROFILE

Lead Product Designer with 8+ years of experience designing and shipping SaaS, B2C, and B2B products. Specialized in translating complex systems into intuitive, accessible experiences. Fluent in front-end fundamentals and AI-assisted workflows, enabling rapid prototyping, tighter design-engineering collaboration, and faster iteration. Proven impact across enterprise dashboards, design systems, and revenue-driving digital products.

### PROFESSIONAL EXPERIENCE

**Lead Product Designer, Remine** **Feb 2023 — Present**  
Arlington

- Led cross-team initiative to design a new B2C website, increasing monthly ARR by 276% in three months.
- Designed an enterprise admin dashboard and improved UX for sign-ups, cancellations, and plan modifications.
- Created a fully customizable SSO Dashboard for MLS customers to manage products, news, and payments.
- Conducted competitive analysis and presented findings to executives.
- Leveraged Pendo and user research to drive product improvements at Remine.
- Excelled in fast-paced environments, delivering high-quality work under tight deadlines.

**Visual Designer, Management Concepts** **Jan 2022 — Jan 2023**  
Fairfax

- Designed visually engaging, 508-compliant course infographics for both online and print learning materials, enhancing accessibility and comprehension.
- Developed marketing collateral tailored to client needs, ensuring cohesive branding and effective communication across various platforms.

**UX Designer, Backabl** **Jan 2023 — Jul 2023**

- Conducted user research, designed user flows, and created interactive prototypes to enhance the user experience for Backabl.com.
- Designed the final product interface, ensuring a visually compelling and user-friendly experience.
- Developed investor presentations to support funding efforts, effectively communicating Backabl's value proposition and product vision.

**User Experience and Visual Designer, Pohanka Automotive Group** **Aug 2017 — Jun 2022**  
Salisbury

- Partnered with creative and marketing teams to design print and digital ads, including flyers, to support promotional campaigns.
- Gathered user feedback and ran usability tests to make designs more intuitive and user-friendly.
- Created wireframes and prototypes to enhance the user experience across digital platforms.
- Produced monthly marketing collateral for Pohanka Automotive in a fast-paced, deadline-driven environment.

### EDUCATION

**Salisbury University** **Aug 2013 — May 2017**  
BFA - Graphic Design, Salisbury

### TECHNICAL SKILLS

Design Systems Architecture	AI-Augmented Workflows	HTML / CSS (Responsive, Flexbox, Grid)	Adobe Creative Cloud	Design to Code Handoff Optimization	Figma	Accessibility (WCAG / ARIA)	Cursor (AI-powered coding)
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## ADDITIONAL INFORMATION

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- **Links:** [tylerjm.com](https://tylerjm.com)
- **Languages:** English