

TYLER MARTIN

UI/UX DESIGNER 📍 WASHINGTON, D.C., UNITED STATES 📞 7032171556

◦ DETAILS ◦

Washington, D.C.
United States
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◦ LINKS ◦

tylerjm.com

◦ SKILLS ◦

Adobe InDesign
Figma
Adobe Illustrator
Adobe Photoshop
Design Systems
Design Thinking
HTML CSS
User Research

◦ LANGUAGES ◦

English



PROFILE

Lead Product Designer with 8 years of UX/UI and visual design experience, specializing in B2C and B2B platforms. Skilled in user research, competitive analysis, and enterprise dashboards to enhance engagement and business performance. Passionate about transforming complex problems into intuitive, user-friendly solutions.



EMPLOYMENT HISTORY

Lead Product Designer at Remine, Arlington

February 2023 — Present

- 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 at Management Concepts, Fairfax

January 2022 — January 2023

- 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 at Backabl

January 2023 — July 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 at Pohanka Automotive Group, Salisbury

August 2017 — June 2022

- 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

BFA - Graphic Design, Salisbury University, Salisbury

August 2013 — May 2017