TYLER MARTIN

SENIOR PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Senior product designer with 8+ years designing SaaS, B2B, and B2C products across subscriptions, payments, dashboards, and complex data-driven systems. Owns the full design process — discovery, user research, interaction design, prototyping, and design systems — in close partnership with product and engineering. Led a B2C subscription redesign that grew monthly recurring revenue 276% in three months.

SKILLS

Design: Product Design • UX/UI Design • Interaction Design • User-Centered Design • User Research • Usability Testing • Information Architecture • User Flows • Wireframing • Prototyping • Design Systems • Responsive Design • Accessibility (WCAG / Section 508)

Tools & Methods: Figma • Adobe Creative Suite • Pendo (Product Analytics) • Data-Informed Design • HTML/CSS • Cursor (AI Workflows) • Notion • Agile/Scrum • Cross-Functional Collaboration • Stakeholder Management • Design Strategy

PROFESSIONAL EXPERIENCE

Digital Experience & Operations Designer Nov 2025 – Present
Pohanka Automotive Group *Washington DC–Baltimore Area (Hybrid)*

- Improve internal recruiting workflows across candidate sourcing, outreach, qualification, interview scheduling, and hiring-manager handoff.
- Evaluate customer-facing dealership experiences across inventory discovery, vehicle research, financing, trade-in, and appointment flows.
- Design concepts that reduce friction between online vehicle shopping and the in-store sales experience while preserving relevant shopper context.
- Partner with dealership leadership, hiring managers, and operational teams to identify workflow problems and develop practical improvements across multiple locations.
- Create wireframes, journey maps, prototypes, content structures, and experience recommendations for both internal and customer-facing use cases.

Senior Product Designer Feb 2023 – Aug 2025
Remine *Remote*

- Led the end-to-end redesign of a B2C subscription platform — plan selection, upgrades, cancellations, billing, and account management — identifying conversion gaps and shipping an experience that increased monthly recurring revenue (MRR) 276% within three months.
- Drove product direction using user research, Pendo product analytics, and competitive analysis to shape the roadmap.
- Built and scaled a Figma design system of reusable, accessible components, improving design–engineering velocity and consistency across multiple products.
- Designed an enterprise admin dashboard and a white-label Single Sign-On (SSO) dashboard that let Multiple Listing Service (MLS) customers manage products, payments, data, and workflows in one place.

Product Designer (Contract) Jan 2023 – Jul 2023
Backabl *Remote*

- Led 0-to-1 product design for a fintech funding marketplace, shaping strategy, user flows, and core functionality from concept through launch.
- Defined onboarding and loan-application experiences by mapping end-to-end journeys and simplifying complex financial workflows.
- Partnered directly with founders to prioritize features and make tradeoff decisions; iterated rapidly through prototyping, usability testing, and stakeholder feedback.

Visual Designer Jan 2022 – Jan 2023
Management Concepts *Tysons, VA*

- Translated complex technical and instructional content into clear, scalable digital and print experiences for government and military audiences, including the U.S. Navy; ensured deliverables met Section 508 accessibility standards.

UX & Visual Designer Aug 2017 – Jun 2022
Pohanka Automotive Group *Capitol Heights, MD*

- Improved conversion across digital campaigns by designing landing pages, email flows, and marketing experiences, using user feedback and testing to remove friction.

EDUCATION

Bachelor of Fine Arts, Graphic Design May 2017
Salisbury University — Salisbury, MD