

# José Ángel Martínez

Senior Product Designer · SaaS & B2B · Design Systems, Analytics & AI

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## SUMMARY

Senior Product Designer with 6+ years designing SaaS and B2B products in manufacturing, telecommunications, and logistics. Specialized in turning complex business processes into clear, scalable digital products, with Design Systems, behavioral analytics, and AI applied to the design process as core differentiators.

I currently lead the evolution of the Design System at Redzone, a global manufacturing SaaS platform. Previous redesigns: -28% time on core tasks, +22.5% completion rate.

## CORE COMPETENCIES

**Product Design.** End-to-end product design, product strategy, complex B2B workflows, interaction design, user research, responsive design, prototyping, usability testing, A/B testing, visual design, cross-functional collaboration, Agile.

**Design Systems.** Foundations, design tokens, component libraries, governance, documentation, system audits, accessibility (WCAG 2.1 AA).

**Analytics & Product Decisions.** Behavioral analytics (LuckyOrange, Google Analytics, Hotjar, Mixpanel, Figma Analytics), metrics definition, quantitative validation of product decisions.

**AI-Assisted Design.** Application of LLMs to accelerate documentation, microcopy, heuristic evaluations, and accessibility audits.

## EXPERIENCE

### Senior Product Designer · Redzone QAD · Aug 2025 - Present

*SaaS platform for productivity and operational management across 2,000+ manufacturing plants globally, serving food & beverage, CPG, and industrial sectors.*

- Lead the evolution of the Design System: architecture of foundations, design tokens, and a component library with reusable components, scalable across the Redzone suite.
- Establish governance: naming conventions, contribution rules, and documentation standards that reduce ambiguity between Figma and engineering and accelerate team decisions.
- Design product workflows for plant operators, supervisors, and plant managers, translating complex manufacturing processes into flows optimized for shopfloor use (tablets, high turnover, time-sensitive).
- Run end-to-end audits of the design system, identifying gaps in components, patterns, and flows, and translate findings into prioritized roadmaps aligning design, frontend, and product.
- Publish usage guidelines and accessibility criteria (WCAG 2.1 AA) in Storybook to drive correct system adoption across designers and engineers.
- Apply ChatGPT and Claude as part of the design process for documentation, microcopy, heuristic evaluations, and accessibility reviews, freeing time for higher-judgment decisions.
- Prototype and validate concepts with Figma, Figr, and Lovable, shortening the wireframe to testable prototype cycle before development.

### Lead Product Designer · Callpicker · Mar 2023 - Jul 2025

*B2B telephony SaaS (virtual PBX) for SMBs in LATAM and the U.S.*

- Led a team of 2 designers and the product strategy for core platform flows (onboarding, extensions setup, call panel, supervision dashboards), defining priorities, mentoring the team, reviewing deliverables, stakeholder management, and explaining design decisions.
- Established the design process: planning, design reviews, task assignment, and introduction of tools and processes to accelerate delivery.

- Drove redesigns of core flows with measurable impact: campaign creation (from 5:31 to 4:47 min, 22.5% less abandonment) and onboarding (28% less time, 15% less abandonment), validated with LuckyOrange and Google Analytics.
- Evolved the product design system with reusable components and documentation that accelerated frontend delivery.
- Introduced AI workflows across the team (ChatGPT, Claude) for bilingual copywriting (EN/ES), heuristic evaluations, accessibility reviews, and prediction of edge cases and unhappy paths, reducing iteration time and improving delivery quality.
- Implemented rapid prototyping with Readdy and Lovable as a team practice, shortening the validation cycle before development.

### **Product Designer · Mexbuy · Jan 2021 - Feb 2023**

*B2B logistics and supply chain software for imports between Mexico, the U.S., and China.*

- Designed the main interface of the logistics and supply chain product, translating complex operational processes (quoting, tracking, imports, shipping, and last-mile delivery) into scalable user flows adopted by 100+ B2B importing companies.
- Led user interviews and competitive benchmarking of 8 products to define key functionalities, prioritizing features with the highest impact on operational efficiency.
- Built the product's component library in Figma from scratch, with 60+ components, foundation of the design system and visual consistency across multilingual modules (ES/EN/ZH).
- Designed accessible interfaces under WCAG 2.1 AA, optimizing performance for users in markets with variable connectivity.

### **Product Designer · Nutenta (Coca-Cola FEMSA) · Jan 2020 - Jan 2021**

*E-commerce and loyalty platform for small retailers across Latin America.*

- Designed the interface of the e-commerce, rewards system, and training modules of the Android app for small retailers across Latin America.
- Built the first reusable components and styles of the product, laying the foundation of the design system under Coca-Cola FEMSA brand guidelines.
- Documented foundations and system usage guidelines, incorporating accessibility criteria under WCAG 2.1.

## **EDUCATION & CERTIFICATIONS**

**Universidad Anáhuac Oaxaca** · Studies in Digital Multimedia Design · 2018 - 2021

**Certifications** · Interface School (Design Systems), Interaction Design Foundation (AI for Designers), Platzi (UX/UI, Design Systems, WCAG 2.1 Accessibility, Figma).

## **TOOLS**

**Design.** Figma, Tokens Studio, 8Specs, Lovable, Readdy, Figr, Storybook, Adobe XD.

**Analytics & research.** Google Analytics, Hotjar, LuckyOrange, Mixpanel, Figma Analytics.

**AI.** ChatGPT, Claude, Cursor.

**Collaboration.** Notion, Confluence, Miro, Jira, Slack.

**LANGUAGES** · Spanish (Native) · English (Professional C1)