

Isaac Martinez

Product Designer (UX/UI) who ships · Product strategy and ownership

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Too many good ideas die between the spec and the shipped product, so I take mine all the way. I'm a product designer with six years in UX/UI, and I don't stop at the handoff: I build and ship what I design. That's how I've come to own the product work too. I founded and shipped two products solo, holding roadmap, prioritization, monetization, and go-to-market alongside the design, with Junto live in the App Store. On contract teams I've driven measured outcomes with product managers and engineers.

EXPERIENCE

Founder & Product Lead, Junto

2025 - Present

juntoapp.co · Solo build · React Native (Expo), React, Vite, TypeScript, Supabase, Stripe, Google Maps

- Took a three-sided sports watch-party marketplace from idea to a live App Store release, owning product strategy, roadmap, prioritization, monetization, and go-to-market.
- Bet on the cold-start as the core product problem: built a self-running content engine that populated the discovery map across 30+ metros and 140+ venues before a single user signed up.
- Designed one platform for three personas (fans, venues, brands) with Stripe subscription tiers, plus first-party analytics and a geographic engagement heat map to prioritize where to expand next.

Founder & Product Lead, Mylo Sync

2025 - Present

mylosync.com · Solo build · React, Vite, Express, Supabase, Stripe, Chrome MV3

- Built a change-of-address product end to end: a personalized checklist, a Chrome extension that auto-fills address forms, and a white-label partner platform as the growth channel.
- Owned product strategy, the data model (a 108-company taxonomy), UX, and full-stack engineering, sequencing auto-fill for the highest-traffic services first to ship value fast.

UX/UI Designer (Contract), FairSquare

Nov 2025 - Present

Hybrid (Orlando, FL)

- Owned product requirements for the NF broker portal end to end, writing Given/When/Then acceptance criteria for every state before design so the build didn't loop back for rework.
- Turned a vague brief into a decision-ready spec in Confluence, surfacing the messy states (stipulations, missing documents, permissions) and framing options so stakeholders committed before engineering started.
- Defined the full broker deal lifecycle, from application intake through review, stipulations, and funding, then drove the specs to production with AI-assisted tooling (Cursor, Figma Make, Claude).

UX/UI Designer, Stride, Inc.

Oct 2024 - Aug 2025

Remote

- Led UX research and discovery for the teacher dashboard, improving accessibility and usability on a platform used by 10,000+ educators.
- Partnered with a product manager and engineers and presented to executives and educators, keeping scope tied to real classroom needs.
- Redesigned the quiz experience (navigation, feedback clarity, engagement) and streamlined the student and parent dashboards for clearer progress tracking.
- Enforced Stride's Unified Design System and Atomic Design principles for consistency at scale.

UX/UI Designer (Contract), Unisyn Technologies LLC

Jun 2023 - Sep 2024

Remote

- Designed FormBolt, a document-sharing and POS workflow tool used by top financial institutions.
- Architected UX for complex SaaS platforms, lifting task-completion rates by 20%.
- Ran usability research and A/B testing to simplify data-heavy workflows and raise conversion.
- Built reusable design systems on Atomic Design principles and mentored a team of 4 junior designers.

UX/UI Designer (Contract), Keurig Dr Pepper

Aug 2022 - Jun 2023

Remote

- Redesigned eCommerce navigation and checkout, increasing conversion by 18% for subscriptions and POS.
- Designed an AI-powered chatbot that cut troubleshooting time by 30%.
- Improved UI accessibility and interaction models through behavioral analytics and iterative testing, and built real-time reporting dashboards for sales insights.

UX/UI Designer (Contract), Moment Studio

Feb 2020 - Sep 2022

Remote

- Ran competitive analysis and built user stories and personas to inform product strategy, delivering wireframes, prototypes, and style guides while managing backlog and documentation in JIRA and Confluence.

UX/UI Designer, Freelance

Oct 2019 - Feb 2020

Remote

- Delivered marketing sites and eCommerce builds for small businesses (Wix, Shopify) and managed design systems in Figma.

EDUCATION

University of Central Florida (UCF)

Certificate in UX/UI Foundations. Focus: Human-Computer Interaction, user-centered design, and usability testing.

SKILLS

- **Design:** UX/UI design, user research & discovery, usability testing, interaction design, prototyping, design systems (Atomic Design), information architecture, accessibility
- **Product:** product roadmap, discovery, prioritization, PRDs & acceptance criteria, go-to-market, A/B testing & experimentation, product analytics, stakeholder management, backlog & sprint planning (JIRA)
- **Technical:** SQL, React, React Native, Chrome Extensions (MV3), Supabase, Stripe, OAuth
- **Tools:** Figma, Figma Make, JIRA, Confluence, Cursor, Claude AI