

# Tyler Martin

UI/UX DESIGNER

## 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, Remine, Arlington

FEBRUARY 2023 — FEBRUARY 2025

- 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, 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, 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, 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.

## Details

Washington, D.C.  
United States  
7032171556  
[tylerjmartinux@gmail.com](mailto:tylerjmartinux@gmail.com)

## Links

Portfolio: [tylerjm.com](https://tylerjm.com)

## Skills

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

## Languages

English

## Education

**BFA - Graphic Design, Salisbury University, Salisbury**

AUGUST 2013 – MAY 2017