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| |  |  | | --- | --- | |  | Martín Gómez Kennedy  Product Designer | | |
| |  |  | | --- | --- | |  | Profile Designer with over 13 years of experience. Expertise lies in discover, planning, design and develop products and systems, ensuring consistency and scalability. A strong advocate for collaboration, effectively engages cross-functional teams to enhance user experiences while aligning with business objectives. Passionate about delivering meaningful products, leveraging a solid foundation in graphic design to create user-centered designs that resonate with audiences. Committed to driving innovation and fostering an inclusive environment that inspires creativity and teamwork. |  |  |  | | --- | --- | |  | Employment HistoryProduct Strategist at BrainScriptor, Argentina January 2025 — Present   * Lead product discovery and user research to inform design decisions. * Define and implement zero-to-one strategies for product development. * Collaborate with stakeholders at BrainScriptor to align on product vision. * Drive innovation in product design utilizing AI/ML technologies.  Senior Designer at GK Studio, Argentina May 2013 — Present  Led creative projects for branding, digital product, and web design, enhancing visibility for SMBs and public organizations.  Managed the entire project lifecycle, from brainstorming to final delivery, ensuring alignment with client goals.  Team leading to craft engaging brand stories, resulting in improved audience connection and satisfaction. Staff Product Designer - Design Systems at Betterfly, Remote December 2021 — March 2025  As the Staff Product Designer at Betterfly, I spearheaded the development and management of design systems, ensuring consistency and scalability across our product ecosystem.  Led the creation of design systems to deliver scalable and consistent solutions.  Collaborated with product teams to align design solutions with business objectives.  Implemented design best practices to enhance user experience and drive product innovation. UX Product Manager at Calificadas (500 LatAm B18), Argentina March 2022 — December 2023  I spearheaded the development and launch of the B2C product, overseeing feature analysis, prioritization, and execution. I led the team in creating a product vision and roadmap, ensuring a seamless user experience and innovative design direction. Product Designer at Kunder, Remote January 2021 — December 2021  Led product design journey for financial and insurance companies, ensuring regulatory compliance and user engagement.  Collaborated with cross-functional teams to gather feedback and industry insights for strategic product solutions.  Developed visually appealing and effective product designs that shaped the future of financial and insurance technology. Professor at Universidad de la Cuenca del Plata, Corrientes July 2013 — Present  Lecturer on Multimedia Design and Production 2, Introduction to Typography and Portfolio Design. Lecturer on courses and diplomas in User Experience and Interface Design. Professor and Career Coordinator at Universidad Nacional del Nordeste, Resistencia October 2011 — October 2024  As professor: Lecturer on Taller de Diseño 3 (2011 - 2024)  As Graphic Design Career Coordinator: Responsible for facilitating and strengthening the mechanisms of integration and participation between the teaching teams of the subjects that make up the design area of the Graphic Design degree at Universidad Nacional del Nordeste. (2019 -2023) |  |  |  | | --- | --- | |  | EducationUX Design and User Research, The Interaction Design Foundation January 2021 — January 2023 Master's Degree in Information Technology, Universidad Nacional del Nordeste January 2022 — Present Advanced Graphic Design Specialization Program, Universidad de la Cuenca del Plata January 2014 — Present Interaction Design Specialization Program, Universidad de la Cuenca del Plata January 2013 — Present Bachelor's Degree in Graphic Design, Universidad Nacional del Nordeste January 2006 — January 2012 | |  | Details Argentina, Argentina, +543794701363  [martin.gomezkennedy@gmail.com](mailto:martin.gomezkennedy@gmail.com) Links [Personal](https://madergk.com)  [LinkedIn](https://linkedin.com/in/martingomezkennedy) Skills Leadership  Strategic Thinking  Communication Skills  Adaptability  Teamwork  Design Thinking  Product Design  Product Management  User Research  Interaction Design  Design Systems  Information Architecture  B2B Saas Languages  |  |  | | --- | --- | | Español | | |  |  |  |  |  | | --- | --- | | English | | |  |  | |