



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.

Details

Argentina

Argentina

+543794701363

martin.gomezkennedy@gmail.com

Links

[Personal](#)

[LinkedIn](#)

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

Employment History

Product 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)

Education

UX 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