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|  | Martín Gómez KennedyStaff Product Designer |

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|  | SummaryAs a Product Designer with over 12 years of experience in product, web, and branding in various sectors, I have a proven track record of leading projects and solutions that enhance the coherence, efficiency, and experience of products and services. I specialize in setting up foundational projects, developing scalable design systems, implementation of collaborative processes and workflows, and solving complex problems that improve user experience and achieve business goals.  |

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|  | Work ExperienceStaff Product Designer at Betterfly, November 2021 — March 2025* I spearheaded the initiative to develop and implement a design system, contributing to a significant reduction in design and development time, with improvements reaching up to 25%.
* I spearheaded initiatives to enhance the design team's processes and quality standards.
* I contributed to foundational projects, overseeing product design, guiding strategic changes, and fostering opportunities for the team.
* I conducted product audits and reviews at various stages, generating improvement, alignment, and iteration inputs.

UX Product Manager at Calificadas, July 2022 — December 2023* I have collaborated closely with the founding team of Calificadas, contributing to the design and launch of the MVP, accessing the 500Latam program, and securing initial investment of $300,000 USD. I have also assisted in establishing the product team.

Product Designer at KunderJanuary 2021 — November 2021* Product requirements definitions, in collaboration with product owners and stakeholders.
* Planning and execution of user research.
* Design of product flows, aligned to UX and business strategy.
* Contribution to product strategy and vision.
* Workshops and discovery sessions with stakeholders.

Projects: Solventa, Banco BICE, HomeIn, Abcdin, and Betterfly. Designer at GK Studio (Self employed), 2015 — Present* We offer comprehensive services for the development and execution of branding, web, and digital product projects for small businesses, startups, and public organizations.

Clients: Semper Institute, Institute of Culture of Corrientes, Universidad de la Cuenca del Plata, APEFIC, Colegio Santa Ana, Diorama, Neactiva, Ministry of Industry of Corrientes, Institute of Culture of Chaco, HAK, Arcle, Calificadas, Sportweet, Marcomini, etc. Academic Coordinator at FAU UNNEMarch 2019 — October 2023* Facilitating and strengthening mechanisms of integration and participation between the teaching teams of the Graphic Design Career.
* Representative of the Design Area in the Committee in charge of updating and implementing the curriculum of the Graphic Design Career.

Design Professor at Universidad Nacional del NordesteMarch 2013 — October 2024Taller de Diseño Gráfico 3 (Information Design) Assistant professor * Assisted students in developing critical thinking skills through in-class debates and discussions
* Used interactive technologies to enhance instruction and student engagement

Design Professor at Universidad de la Cuenca del Plata2013 — Present* I advise students on their thesis projects, and three of these students received an honorable mention at graduation.
* I assisted students in the development of their critical thinking through debates and class discussions.

Courses: Introduction to Typography, Multimedia Design and Production 2, Expressive Media, Portfolio, Diploma in UX/UI Design, Diploma in Digital Business, Professional Practice.  |

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|  | EducationInformation Technology Master's Degree, Universidad Nacional del Nordeste, CorrientesMarch 2022 — PresentUX Designer, Interaction Design FoundationJune 2021 — April 2023UX and User Research Learning Pathway Advanced Graphic Design, Universidad de la Cuenca del Plata, 2014Advanced Graphic Design Specialization Programme Interactive Design , Universidad de la Cuenca del Plata, 2013Interactive Design Specialization Programme Bachelor in Graphic Design, Universidad Nacional del Nordeste, 2006 — 2012 |

 |  | DetailsCorrientes, Argentina, +543794701363martin.gomezkennedy@gmail.comLinks[Website](https://martin.gomezkennedy.studio/)[LinkedIn](https://www.linkedin.com/in/martingomezkennedy/)SkillsProblem SolvingSystemic ThinkingProduct DesignCommunicationLeadershipDesign StrategyUser ExperienceUser InterfaceDesign SystemsAccesibilityLanguages

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