



Martín Gómez Kennedy

Staff Product Designer

Summary

As 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.

Work Experience

Staff 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 Kunder

January 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,

Details

Corrientes

Argentina

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Links

[Website](#)

[LinkedIn](#)

Skills

Problem Solving

Systemic Thinking

Product Design

Communication

Leadership

Design Strategy

User Experience

User Interface

Design Systems

Accesibility

Languages

English

Spanish

Ministry of Industry of Corrientes, Institute of Culture of Chaco, HAK, Arce, Calificadas, Sportweet, Marcomini, etc.

Academic Coordinator at FAU UNNE

March 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 Nordeste

March 2013 — October 2024

Taller 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 Plata

2013 — 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.

Education

Information Technology Master's Degree, Universidad Nacional del Nordeste, Corrientes

March 2022 — Present

UX Designer, Interaction Design Foundation

June 2021 — April 2023

UX and User Research Learning Pathway

Advanced Graphic Design, Universidad de la Cuenca del Plata

2014

Advanced Graphic Design Specialization Programme

Interactive Design , Universidad de la Cuenca del Plata

2013

Interactive Design Specialization Programme

Bachelor in Graphic Design, Universidad Nacional del Nordeste

2006 — 2012