Luis Martí

Experience Design Lead

Atlanta, Georgia • contact@luismarti.com • luismarti.com

Experience Design Lead and UX/AX Designer with about ten years of experience and a foundation in cognitive psychology. I work across healthcare, fintech, and e-commerce on products where users cannot afford to get confused, often teaching them a new tool for the first time, and I currently lead UX at PNC Private Bank.

CORE FOCUS

Product design • UX/UI • Design systems • UX research • Agentic AI design components • AI-assisted workflows • Brand strategy • Healthcare • Fintech • E-commerce

EXPERIENCE

PNC Private Bank
2021 - Present

Experience Design Lead
Atlanta, GA, USA

• Lead UX for the tools advisors and clients use together, including online onboarding and secure messaging.

• Brought AI into the design team's work: shared prompts and workflow standards, AI-assisted research synthesis and prototyping, and team training.

• Designed transactional email templates adopted business-wide, later inspiring the retail team to build similar emails.

• Mentored new designers joining the team and introduced Figma to teams outside design, like Dev and Marketing.

Abbott Laboratories, NAVICA
2021

Experience Designer Sr. (Contract)
Abbott Park, IL, USA

• Part of the design team that built the mobile reporting experience for NAVICA, the companion app for the BinaxNOW at-home rapid antigen test.

• The reporting experience shipped to iOS and Android nationwide in July 2021, at the end of the five-month contract.

• NAVICA reached 10,000 daily active users within two weeks and went live in all 50 states; in user testing, the animated test guides raised perceived ease of use by about 48%.

Kennesaw State University
2021

SEO Specialist (Contract)
Kennesaw, GA, USA

• Audited the university's program pages and wrote on-page SEO recommendations for its content team.

Mi Plaza Digital
2019 - 2020

Experience Designer Sr. & Brand Strategist
Valledupar, Cesar, Colombia

• Led UX design and brand strategy end to end for a grocery delivery app that brought local vendors in Valledupar into one basket.

• Took the product from research through about a 30-week build to first release on iOS and Android.

• Weekly orders took about 30% less time than calling them in, and about 20% of pilot users were still ordering weekly a month in.

Gobernación del Departamento del Cesar
2016 - 2019

Creative Art Director
Valledupar, Cesar, Colombia

• Directed the creative strategy for the regional government's public campaigns.

• Led the team that produced those campaigns for digital and print.

• Built one shared visual identity across the government's programs.

• Led accessibility standards and the redesign of campaigns for digital and print, including a tourism campaign that succeeded nationally.

Punto Estratégico
2017 - 2019

Lead Mentor, UX Research and Design
Barranquilla, Atlántico, Colombia

• Mentored startup teams through research, product direction, backlog definition, and UX design.

• Led workshops and helped teams turn early ideas into fully realized projects.

Punto Estratégico
2016 - 2017

Senior Mentor, UX Research and Design
Barranquilla, Atlántico, Colombia

• Mentored and guided 10 startup ideas to fully realized projects, and supported over 30 more startup projects.

• Helped mixed teams of professionals work together on their startup projects.

• Wrote backlog items and user stories tied to each product's strategy, and pushed teams to test ideas early.

EDUCATION

Universidad Piloto de Colombia **2007 - 2011**

Psychology, with a focus in cognitive psychology and psycholinguistics

University of Michigan **Jul 2020 - Jan 2021**

User Experience Research and Design Specialization

CREDENTIALS & CERTIFICATIONS

AI Fluency: Framework & Foundations
Anthropic

Claude 101
Anthropic

Claude Code 101
Anthropic

Certificate in User Experience
Nielsen Norman Group

Professional Scrum Master I
Scrum.org

Google IT Support Professional Certificate
Google