

Cesar Martinez

Senior Product Designer

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I design for people, and for the AI agents that work for them. Nine years in UX and product design, with a background in visual design and SEO, and a habit of connecting ideas across fields.

Experience	Lucid Software · Senior UX DesignerNov 2021 to present Growth, Integrations, AI and Platform teams. Now the sole product designer on Assets in Lucid's new AI product. • Led the redesign of reusable data (object assets) for Lucid's new AI product after the first version saw little use. Aligned the PM, two tech leads and engineering on a plan leadership signed off. • Led the design side of a cloud governance study: recruited and screened participants, reworked the interview guide, and ran synthesis across 7 interviews. Leadership unanimously chose the direction the research supported, and engineering scoped it within a week. • Facilitated ideation and scoping sessions that turned 50+ ideas into 3 engineering investigations. • Designed and built a UX Skills Library: six Claude Code skills that let engineers run design checks before review. Endorsed by the VP of UX to expand. • Ran a design sprint with 10 user interviews and a 19-person unmoderated test; the readout shaped the team's next-quarter direction. • Packaged a participant recruitment method, moved it to a second team in two days, and taught it to the wider UX group. • Owned customer research end to end for an early AI and MCP product direction. • Hackathons: 1st place in category (2025), 2nd place in category (2026, the only designer on the team). Online Image · Senior UX/UI DesignerSept 2017 to Oct 2021 Digital marketing and SEO agency. • Led and mentored a team of UX/UI designers and set design direction. • Grew the design team's capacity 4x, so it could take on four times the client projects. • Designed end-to-end, conversion-focused experiences for clients, built for search engines and people alike. • Turned requirements from product, engineering and marketing into wireframes, flows, sitemaps and prototypes. Bask Technology · Senior Visual Designer2016 to 2017 • Set UX principles for the company website and improved its visual design language. • Designed and built high-converting PPC landing pages integrated with Marketo, and HTML/CSS emails for 25,000 members.
Skills	Design · Product and interaction design, prototyping, design systems, visual design, UX writing Research · Interviews, usability testing, unmoderated testing (Maze), recruiting and screening, synthesis Facilitation · Design sprints, ideation workshops, decision framing AI and build · Claude Code, MCP, coded prototypes, HTML/CSS, designing for AI agents and search Tools · Figma, Lucidchart, Lucidspark, Maze, Obsidian Languages · English and Spanish (native)
Education	Eaglegate College · A.S., Graphic & Web Design2010 to 2012