

# Eduardo Martinez

Designing work that travels

[eduardo.mtz1@gmail.com](mailto:eduardo.mtz1@gmail.com) | [linkedin.com/in/eduardo-martinez-design](https://www.linkedin.com/in/eduardo-martinez-design) | [Work Samples](#)

## SUMMARY

---

I'm a product designer with 16+ years of experience, from early-stage startups to products used by billions of people. My work has a way of going further than where it starts.

A job search redesign I led at Glassdoor became the pattern competitors adopted industry-wide. Navigational gesture work I built for the Facebook App spread across the Meta family of apps. An AI design practice I established inside my org expanded to designers across all of Meta.

I believe the best solutions happen when user needs and business goals are the same question, not two separate ones. Getting that right is what gives work the momentum to travel.

## EXPERIENCE

---

**Meta** | Menlo Park, CA

**Sr Staff Product Designer, Risk Foundations** 2024 – Present

*Pioneered AI-first design practices across Risk Foundations, then turned that cultural shift into durable, production-grade infrastructure.*

- Established the AI design practice from the ground up across Risk Foundations, developing best practices and learning sessions for designers, PMs and engineers. Cited by design leadership as instrumental in the org's shift to operating AI-native. Expanded the program to 355+ designers across Meta.
- Identified and codified canonical AI interaction patterns for Risk Foundations, building a shared source of truth with machine-readable files teams could plug directly into AI-assisted prototyping. Designed a contribution model so the system grows as new needs emerge. Around half of all teams are now contributing patterns back.
- Redesigned a fragmented manual review process into a conversational AI experience where AI handles triage, interpretation and the first draft of every decision. Currently in agentic pilot, with the agent running the process end to end and humans brought in only for clarification or final attestation.

**Sr Staff Product Designer, Facebook App Navigation** 2021 – 2024

*Led the Navigation System for Facebook's 3B+ user mobile app.*

- Drove end-to-end strategy, design exploration and shipped work as the sole designer on Facebook App's Navigation Team.
- Created interaction frameworks to reduce visual noise and deepen content immersion, generating \$1.9M in additional daily revenue, a 4.8% increase in content views, 1.5% session improvement and 5% iOS revenue lift. Work earned direct recognition from C-suite leadership.
- Conceived and led an Information Architecture redesign, securing buy-in from Facebook's Head of Design to fund and staff the effort. Aligned 13 product teams around a unified navigation structure, driving \$1.06B in projected revenue impact.
- Audited competitors, developed gesture interaction principles and ran user testing for the Facebook App. The work was influential enough that Instagram, WhatsApp and Facebook Lite reached out directly to apply the learnings to their own products.

**Practice Fusion** | San Francisco, CA

**Senior Product Designer** 2018 – 2021

*Designed an Electronic Health Record platform for over 100,000 medical providers and their patients.*

- Simplified clinical workflows across provider-facing EHR and patient portal experiences, reducing clicks and cognitive load in day-to-day diagnostics work.
- Ran user research to identify provider pain points and unmet needs. Used those insights to shape the platform's roadmap and north star.

**Originate** | San Francisco, CA

**Senior UI/UX Designer** 2016 – 2018

*Partnered with early-stage startups and established clients including McKinsey and Landor, working across conversational UI, emerging tech and mobile.*

- Led 0-to-1 product design spanning conversational UI, chatbots and mobile AR, from early-stage startups to enterprise clients.

- Developed early human-in-the-loop principles for chatbot experiences, defining transparency standards and failure-mode handoffs before industry norms existed.

**Glassdoor** | Mill Valley, CA

**Senior UI/UX Designer, Job Search** 2015 – 2016

*Led the Job Search redesign at Glassdoor, delivering major metric gains and establishing patterns now used across the industry.*

- Drove the work end-to-end as the sole designer. Ran user interviews, usability testing and prototype validation to understand why users weren't engaging with job search.
- Redesigned the core job search experience to surface key decision-making information upfront. Delivered a 20% lift during MVP and a 63% increase in job clicks (the primary success metric) on final rollout.
- Established interaction patterns that have since been adopted industry-wide and remain the standard in the job search category.

**Ancestry** | San Francisco, CA

**Product Designer** 2013 – 2015

*Redesigned Ancestry's Archives sub-brand experience across web and mobile.*

- Drove the Archives product redesign across web and mobile, setting a new visual language and experience.
- Shaped the feature roadmap and north star through workshops, design sprints and iterative testing.

**EARLIER EXPERIENCE**

---

**Altimetrik** | San Francisco, CA — Senior Visual Designer

Worked across multi-platform projects for clients including Merrill Lynch and Intuitive Surgical, while leading an offshore design team.

**HP (Snapfish)** | San Francisco, CA — Visual Designer

Designed Snapfish's first iPad app, a Windows 8 bundled app in collaboration with Microsoft and redesigned e-commerce flows to improve conversion.

**Cardstore (American Greetings)** | Emeryville, CA — Lead Production Artist

Managed all production and workflow processes for digital and print assets, including print press quality checks and XML debugging.

**Macy's** | San Francisco, CA — Graphic Designer

Designed wayfinding and signage for all west coast Macy's retail locations.

**Ameredia** | San Francisco, CA — Graphic Designer

Crafted multilingual ad campaigns for clients including Comcast, T-Mobile and DirecTV.

**SKILLS**

---

**Product Strategy and Vision** 0-to-1 product definition, opportunity framing, roadmap planning, hypothesis-driven experimentation, outcome-focused prioritization.

**AI Product Design** AI-first experience design, human-in-the-loop patterns, transparency and trust frameworks, multi-tiered feedback mechanisms, conversational UI systems.

**AI-Assisted Building** Rapid prototyping and production implementation using AI coding tools, from early-stage vibe-coded concepts to shipping front-end code directly to production.

**Design Foundations** UX/UI and interaction design, user research and synthesis, information architecture, multi-surface navigation systems, reusable design patterns, design systems.

**Cross-Functional Leadership and Storytelling** Executive-ready narratives for securing C-suite and stakeholder buy-in, cross-team alignment, design education at scale, design mentorship.

**EDUCATION**

---

**BS, Graphic Design** — The Art Institute of California, San Francisco

**AAS, Digital Imaging Technology** — Texas State Technical College