Saïd Martínez Calderón

Senior UX & Product Designer | Silver Spring, MD | said@martinezcalderon.co | 2027097412

SUMMARY

Senior UX/Product Designer with 10+ years translating complexity into clear, scalable digital experiences. I work end-to-end: research, IA, flows, high-fidelity Figma prototypes, and system-level UI built around Google Material Design principles. I blend traditional UX rigor with modern AI workflows to accelerate clarity, reduce friction, and help teams ship faster. I've designed for enterprise, nonprofits, and currently iterating on Immibrand and AUANI.

EXPERIENCE

Founder & Principal, Martinez Calderon Co. (10.2010 to Present) MD

UX, product design, brand strategy and digital systems for nonprofits, education, and small businesses.

- Lead end-to-end product design for Immibrand and AUANI, delivering rapid prototypes, user flows, and component libraries.
- Built and optimized WordPress platforms with Stripe/WooCommerce and MailerLite automation flows to improve onboarding clarity and reduce administrative load.
- Use AI/LLMs (ChatGPT, Claude) for research, content modeling, and early-stage UX writing to accelerate iteration cycles and reduce ambiguity.

Senior UX Contractor, RobertHalf AAMC/NACD/USP (04.2022 to 06.2024) DC

Brought in as a specialist to audit heuristics, redesign workflows, propose interaction patterns, and present recommendations to executive stakeholders.

- Delivered rapid Figma prototypes to validate direction before development.
- Conducted research, moderated user interviews, and transformed insights into actionable patterns for teams with heavy operational complexity.
- Worked cross-functionally with analysts, PMs, and dev teams to align on structure, logic, and feasibility.

Senior UX Designer, USAID K2 (12.2019 to 10.2020) DC

Design lead for a decision-support platform used by federal staff evaluating resource allocation.

- Simplified multi-step workflows to help analysts review, compare, and process complex data faster and with fewer errors.
- Created a scalable UI system informed by Material Design to support repeatable internal workflows and long-term maintainability.

UX Mentor, Springboard (12.2019 to 12.2022) DC

Mentored career-switchers and junior designers on UX fundamentals, Figma workflows, product thinking, and stakeholder communication.

Senior UI Designer, Aristotle International (12.2013 to 12.2017) DC

Designed high-volume political compliance tools, modernized legacy interfaces, and improved data visibility across multiple internal products.

Creative Director, Global Entrepreneurship Network (04.2011 to 12.2013) DC

Oversaw brand and digital presence for 140 international partner sites; managed design, layouts, and platform consistency.

SKILLS & TOOLS

Core: Figma, Google Material Design, AI/LLMs (ChatGPT, Claude)
UX: Research, IA, journey mapping, wireframing, usability testing, design systems
Build/Systems: WordPress, WooCommerce, Stripe, MailerLite, HTML/CSS
Analytics: Google Analytics, funnel analysis, segmentation logic
Design: Adobe Creative Suite, component-driven UI, atomic design principles

KEY PORTFOLIO HIGHLIGHTS

- https://auani.com (https://docs.auani.com)
- https://saidmartinezcalderon.com/course/brandstorm
- https://fricking.website
- https://immibrand.com/hola
- https://immibrand.com/courses
- https://www.tiktok.com/@auani.com