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Behance: [behance.net/saidesign](https://www.behance.net/saidesign) · Portfolio: [saimartinezcalderon.com/project/frickingwebsite](https://saimartinezcalderon.com/project/frickingwebsite)

## SENIOR UX & PRODUCT DESIGNER

Senior UX/Product Designer with 10+ years designing complex digital systems for enterprise, nonprofit, and government clients. I translate ambiguous business requirements into clear, scalable design solutions, from research and IA to high-fidelity prototypes and component libraries. I work end-to-end: user interviews, journey mapping, wireframing, usability testing, and system-level UI built on Material Design principles. I integrate AI workflows to accelerate research synthesis and reduce iteration cycles.

## EXPERIENCE

Senior UX & Product Designer (Independent Contractor)  
Martinez Calderon Co. | 2010–Present | Silver Spring, MD

- Lead end-to-end product design for multiple early-stage platforms, delivering research, IA, user flows, and component-driven Figma prototypes
- Build and optimize e-commerce platforms using WordPress, WooCommerce, and Stripe, reducing onboarding friction and administrative overhead for users
- Integrate AI (Claude, ChatGPT) into research synthesis, content modeling, and UX writing, reducing early-stage iteration cycles by approximately 40%
- Serve as design lead for enterprise clients including AAMC, USAID, AARP, and GSK, delivering research-backed design systems and scalable UI frameworks

Senior UX Contractor  
RobertHalf (AAMC / NACD / USP) | 2022–2024 | Washington, DC

- Audited heuristics, redesigned complex workflows, and proposed interaction patterns for enterprise portals with 50+ site structures and multi-user authentication layers
- Delivered rapid Figma prototypes to validate direction before development, reducing misalignment with engineering teams
- Conducted user interviews and transformed insights into actionable design patterns for high-complexity operational teams
- Collaborated cross-functionally with PMs, analysts, and developers to align on structure, logic, and technical feasibility
- Designed content management workflows enabling admins to manage global site information across national, regional, and state-level properties

Senior UX Designer  
USAID K2 | 2019–2020 | Washington, DC

- Designed a decision-support platform for federal staff evaluating resource allocation across multiple programs
- Simplified multi-step workflows, reducing analyst review time and processing errors
- Created a scalable UI system informed by Material Design to support repeatable internal workflows and long-term maintainability

UX Mentor  
Springboard | 2019–2022 | Remote

- Mentored career-switchers and junior designers on UX fundamentals, Figma workflows, product thinking, and stakeholder communication
- Provided portfolio reviews and interview preparation for students transitioning into UX roles

Senior UI Designer  
Aristotle International | 2013–2017 | Washington, DC

- Designed high-volume political compliance tools serving clients across all 50 states
- Modernized legacy interfaces and improved data visibility across multiple internal products
- Reduced user errors through clearer information architecture and simplified navigation

Creative Director  
Global Entrepreneurship Network | 2011–2013 | Washington, DC

- Oversaw brand and digital presence for 140 international partner sites across 140+ countries
- Managed design, layouts, and platform consistency across a distributed team
- Coordinated with cross-functional teams to ensure brand alignment and design quality

## SKILLS & TOOLS

**UX:** Research, Information Architecture, Journey Mapping, Wireframing, Usability Testing, Design Systems, Heuristic Evaluation

**UI:** Figma, Material Design, Component-Driven UI, Atomic Design, Adobe Creative Suite

**Build:** WordPress, WooCommerce, Stripe, MailerLite, HTML/CSS

**Analytics:** Google Analytics, Funnel Analysis, Segmentation Logic

**AI/LLMs:** ChatGPT, Claude, Research Synthesis, Content Modeling, UX Writing

## PORTFOLIO HIGHLIGHTS

[UX Research for AARP](#): Enterprise portal research and IA for 50+ site structure

[UX Patterns for AAMC](#): Design governance and pattern library development

[UX Research for GSK](#): Design system and UI kit for global pharmaceutical company

## EDUCATION

Corcoran College of Art + Design | Washington, DC  
Bachelor of Fine Arts, Full Art Scholarship