

Alfie Martin
Product Designer
NYC, NY

alfie@alfiealfie.com
www.alfiealfie.com
[Linkedin](#)
914-523-0261

Experience

Microsoft

Product Designer | AI code flow

(March 2023 – Present)

- Completely redesigned the desktop experience by conducting contextual inquiries and making informed design choices grounded in research. Introduced a new suite of features that improved collaboration among teams, including real-time commenting and version tracking.
- Led the integration of AI-driven suggestions to streamline the code review process, reducing review times by 30%. Facilitated workshops with cross-functional teams to gather insights and ensure the tool met diverse user needs.
- Implemented accessibility improvements, ensuring an inclusive user experience for all developers.

Deloitte

Product Designer | DTC & growth | Energy Sector

(April 2022 - January 2023))

- Led voice and tone discovery workshops and interviews, improving the conversational design of our clients' AI chatbot, resulting in an increase in engagement.
- Conducted content audits across 4 energy companies to establish clarity and consistency across their parent company.
- Collaborated with stakeholders to remove challenges in user education, product framing, and terminology understanding, resulting in a 34% decrease in calls to call centers.
- Created a content audit system that improved product content, interface language, and information architecture across web and mobile.

Grammarly

Product Designer | Growth

March 2020 - March 2022

- Collaborated with Project Managers, engineering, design, and User Experience Research (UXR) to develop a hypothesis aimed at optimizing features that could enhance growth metrics for our users.
- Engaged in two-week sprints, taking ownership of each experiment targeting previously overlooked market segments.
- Partnered with the Customer Success team to identify the most frequent types of tickets they received and created strategies with engineering to reduce the workload for the Customer Success team.
- Designed and conducted experiments to test hypotheses related to feature performance and user engagement, using A/B testing and other methodologies to validate effectiveness.
- Optimized features through iterative testing and analysis, focusing on enhancing growth metrics and user retention.

Rockefeller Capital Management

Product Designer | Web and Mobile

March 2018 - April 2020

- Lead a team of designers on the launch of 3 apps and the rebranding of the visual identity. Took a hands-on approach in creating a consistent design system.
- Collaborated with engineers, marketing, and managed executive stakeholders to deliver a cohesive product vision that aligned with the company's strategic goals.
- Focused on ensuring that each app provided an intuitive and engaging user experience while maintaining brand consistency across all platforms.
- Successfully met project deadlines while exceeding performance expectations, contributing to a significant increase in user engagement and satisfaction.

Skills

Design Systems
Monetization
Product-Led Growth
Product Design
UX Research
Experiment Design
Figma
Adobe CC
Logo Design
GitHub
Developer tools
HCI
Front End web Dev
AI tool Agnostic
html
markdown

AI Research
Growth Metrics
Visual Design
Human-Centered Design
Accessibility
Brand Identity
Market Positioning
Visual Design
Direct to Consumer
Business to Business
Mobile App Design
APIs
python
css
yammel

Education

The Wharton School

MBA

The Fashion Institute of Technology

Human Computer Interaction

Duke University

Human Factors & AI ·