

Felicity Martinez | Senior UX & Product Designer

Experience since 2018 across SaaS, B2B, B2C and AI products.

Summary

I specialise in **data visualisation, dashboards, analytics and governance tooling**. My core skill is **pattern recognition**: I move through complex, bloated or legacy software to quickly identify the structural logic underneath and redesign it for **clarity, efficiency and usability**.

I've worked across **start-up, scale-up and enterprise environments**, so I understand both the constraints of fast-moving teams and the governance needs of large organisations.

I move comfortably between **hands-on delivery and strategic product thinking** and regularly collaborate directly with **CTOs and boards**.

Work Experience

Senior Designer

Neilson Financial Services | September 2025 – Present

Head-hunted for my track record modernising complex enterprise platforms, I joined Neilson to lead the redesign of a **large legacy system spanning life insurance operations** across the UK, US, Canada, Australia and New Zealand. Working directly with the **CTO at board level**, I am the primary design voice on a programme of work that encompasses **governance, product strategy, future-proofing and long-range roadmap planning**.

Most recently leading a **legacy platform redesign spanning the UK, US, Canada, Australia and New Zealand**. I apply the same analytical discipline to user research, running **workshops and interviews** that surface real requirements, not surface-level feedback.

My ability to **identify patterns quickly and distil sprawling, deeply entrenched workflows to their functional core** is the central skill driving this engagement. Where other designers see complexity, I see structure. **Dashboards, analytics and governance tooling** are where I produce my strongest work, and this project draws on all three.

Beyond design, I have been directly involved in **hiring junior designers and developers**, defining the practice, and ensuring the standards I set are carried through consistently across the growing team.

Senior Designer

Senapt | October 2024 – September 2025

Design lead for UX at an energy company developing a suite of **B2B and B2C applications for energy consumption tracking**. My **MSc in Nuclear Reactor Physics** gave me a direct technical understanding of the domain that translated into faster, more informed design decisions throughout the project.

The **flagship app went live three months after I joined**. That pace came from running a disciplined, **sprint-cadence design process**: workshops to surface requirements, user interviews to validate assumptions, usability testing to close the loop, and rapid iteration informed by live feedback. Every design decision was grounded in evidence and communicated to stakeholders through **structured written reports and cross-functional reviews**.

Senior UX Designer

Unily | January 2024 – Present

Unily is an **enterprise intranet platform** serving large organisations. I lead high-impact projects across the UX and UI teams, own the **design system**, and conduct user research with clients including **CVS, EY, Estée Lauder and British Airways**. I also mentor two junior designers and play a central role in shaping the capabilities of the wider design function.

- Led the integration of UX and UI teams into a **cohesive design practice**.
- Built and maintained a **scalable design system** for enterprise-scale projects.

- Conducted **in-depth user research and client interviews** to inform enterprise-grade feature design.
- Mentored junior designers and drove **team-wide professional development** aligned to business goals.
- Collaborated with cross-functional teams to deliver **user-centred products** at scale.

Principal Product Designer

ProQuo AI | July 2022 – September 2023

AI-based **brand management SaaS platform** requiring a designer who could work fluently with analytics-heavy interfaces and build **user trust in AI-generated content**. Data explainability was central to the product thinking, and I led on translating complex brand metrics into clear, actionable visualisations.

- Analysed **user data, flows and journeys** to drive design decisions.
- Applied **WCAG accessibility standards** and inclusive design principles across all work.
- Contributed to **marketing, brand management and product strategy**.

UX/UI & Web Designer

Freelance | May 2019 – July 2022

Worked independently across **website design, mobile app design, illustration and UI/UX consulting**. Managed multiple projects simultaneously, owning every stage from brief to final delivery under fast turnarounds and compressed timescales. This period sharpened my ability to **work autonomously, prioritise ruthlessly and adapt quickly** — skills that have remained central to how I work in larger teams since.

UX Designer

Obrizum | September 2018 – May 2019

AI-powered **eLearning platform for the medical and pharmaceutical industries**. Applied front-end development skills and scientific background to design analytics-based software, covering **user research, information architecture, design system creation, prototyping and documentation**.

Front End Developer

SAP Bluefin Solutions | September 2017 – September 2018

Junior consultant on **UI5 maintenance projects** for clients including **Jaguar, JCB and Deloitte**. Designed and developed **CRM software, dashboards, reporting tools and data visualisations** for complex analytics, alongside database management in SQL and Excel.

Skills

Design: Figma, Adobe CC, Sketch, Adobe XD, Zeroheight Design System, WCAG & Inclusive Design

Technical: HTML, CSS, Angular, SQL, Digital Marketing

Process: Agile, User Research, Workshop Facilitation, Prototyping, Usability Testing, Information Architecture, Design System Creation

Specialisms: Dashboards, Data Visualisation, Analytics, Governance Tools, Legacy Platform Modernisation

Education

MSc Nuclear Reactor Physics

University of Birmingham | Completed 2017

BSc Physics with Astrophysics

University of Exeter | Completed 2015

Languages

English (Native) **Spanish** (Native) **Italian** (Fluent) **French** (Intermediate)