David Martinez

Design Engineer · Design Leader · AI-Native Product · Creative Technologist
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Design leader and creative technologist who takes AI products 0→1 — owning the arc from research and design systems through shipped products and go-to-market. I don't just design AI experiences; I build the operational "memory" and workflow systems that make them run. Twenty years across B2B, B2C, government, and startups, and part of multiple acquired companies.

Acquired: Silicon Grail → Apple · Velocify → Ellie Mae · Dynamics Direct → Alterian · Kanopy Insurance → EverQuote · SceneCraft.ai → Acquired

Selected Impact

- Grew **SceneCraft.ai** from 50 → 2,000+ users by leading a major redesign
- **First designer at LegalZoom** (hired by Brian Lee); 3×'d design output in 60 days with one added hire — now a multi-billion-dollar public company
- **Doubled form downloads on LADBS.org** for the City of Los Angeles
- **Doubled sales in 4 months at Pictage**, working alongside Sales & Support.

Experience

Innovation Studio Founder · Funda.run · 2026–Present
- Built an AI "memory" system from structured Markdown (.md) files — persistent context and repeatable, auditable workflows.
- End-to-end ownership: product design, system design, and operational architecture.

Head of Design · Vojomo · 2025 (beta testing happening)
- Led design for a collaborative business-intelligence and planning platform (AI); shipped a major redesign.

Sr. Product Designer · SceneCraft.ai · 2023–2024 (acquired)
- AI-generated content for e-commerce. Built the design system across product and marketing; shipped a 0→1 product directly with the founder and engineers.

Design Advisor · City of Los Angeles · 2015–2018 (awards and recognition)
- Worked on a variety of internal tools and helped redesign LADBS.org

Earlier

- **Growth Strategist · XOTO** (2022–present, advisory) — personal EVs: generative research, personas, product-market fit.
- **UX Engineer, Consultant · NaturalLife.com** (2022) — scaled a multi-million-dollar e-commerce operation; deployed GA4 – company broke over $100M per year records.
- **Design Lead & UX Writer · Assignar** (2021–2022) — construction SaaS: native integrations and documentation, supported growth of design team
- **Creative Director · FamCom** (2015–2019) — clients won major (multi-million dollar) accounts, post-redesign; led distributed teams.
- **Head of Design & Content · Clearstory.io** (2012–present) — strategy, messaging, and design for small businesses; migrated WTCLA.org to AWS, content strategy focus.
- **Sr. UX Designer · iRise** (2014–2015) — turned a desktop program into a cloud prototyping tool - much like what Figma is today.
- **Lead Creative Designer · Velocify** (2010–2012) — marketing and brand through a period of rapid growth. (acquired)

Also: Harbor Freight Tools (first major B2C e-commerce redesign for them, broke a $100M in revenue a few years later) · Gamefly · Prosum (started the web division).

Capabilities

- **Design** — Product & interaction design, design systems, user research, prototyping, content strategy, brand, motion. Figma, Adobe Suite, Sketch, Linear.
- **AI / Technical / Engineering** — AI product design, LLM-powered workflows, prompt & context engineering, design engineering, agile 0→1, GA4/Heap. Fluent partnering with CTOs and engineers. Astro, React, Vite, Tailwind, Sanity CMS, Netlify
- **Leadership & GTM** — Design-org leadership (player/coach), go-to-market, product-market fit, cross-functional leadership across sales/support/engineering, community leadership (Designers Guild, 22k+ users).
- **Platforms** — Claude Code/Design, ChatGPT, Codex, Webflow, Shopify, Squarespace, WordPress, Zendesk, Dovetail, Appcues.

Recognition

- **Crisis command — condominium fire.** As a young security/hospitality lead, ran a middle-of-the-night evacuation of a large condo complex — organized residents and fought the fire with the building's standpipe hoses until LAFD arrived. ~100+ evacuated safely, zero injuries. Recognized by building management and the responding LAFD crew.
- **Lifeguard — four saves in one summer.** One resuscitation, two drowning rescues, and one near-fatal neck-injury stabilization (held a child's head stable after a deck impact until paramedics arrived; no permanent injury).

- **City of Los Angeles Commendation** — Green Initiatives and homeless-sheltering design. Was considered to design the city's command center UX pre COVID.
- **Community** — ongoing pro-bono design for nonprofits, focused on at-risk youth.

Education

LA Trade-Technical College — Design & Visual Communications (Portfolio Completion) · Art Center College of Design — Advertising & Storyboarding (Art Center at Night).