

Martin Bajac

PRODUCT DESIGNER · MONTEVIDEO, URUGUAY · REMOTE

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Product designer with 4+ years designing SaaS platforms, mobile apps, and websites for teams across the US and Latin America. Certified Webflow developer who builds what he designs, and an early adopter of AI-assisted design workflows. Recently: redesigned Intelity's hotel operations platform (+34% daily active usage) and designed Open Play Finder end to end, now live in Las Vegas.

EXPERIENCE

Senior Product Designer & Product Owner

TANGERINE CREATIVE AGENCY · JAN 2024 - PRESENT

- Sole product designer for GEMS 2.0, Intelity's hotel operations platform used by hotels worldwide: redesigned eight core modules plus the design system beneath them. Daily active usage rose 34% and workflow automation recovered ~46 staff hours per week.
- Designed Open Play Finder from scratch in Subframe, a collaborative designer-AI tool. The product and website are live in Las Vegas, and the designs were used directly in the seed round raise.
- Redesigned and built tangerinecreative.agency end to end in Webflow (15+ pages), consolidating seven services into three focused offerings and shifting inbound toward better-fit clients.
- Product Owner for an internal product, coordinating designers, developers, and stakeholders across time zones.

UX / UI Designer

GOGROW · AUG 2023 - JAN 2024

- Lead designer on US client projects, including WebitMD (California): visual design, Webflow build, CMS architecture, and HubSpot integration.
- Led the department's Webflow development and ran Figma training sessions to upskill the team.

Jr Designer

GOGROW · MAR 2022 - AUG 2023

- Designed and shipped client websites in Figma and Webflow.
- Built the company's case-study section, improving flow into the site and reducing bounce.

SELECTED WORK

Intelity · GEMS 2.0

8 modules redesigned, +34% daily active usage.

martinbajac.com/case-study-intelity

Open Play Finder

Designed in Subframe. Live in Las Vegas.

martinbajac.com/case-study-openplay

SKILLS

PRODUCT

End-to-end product design, design systems, UX audits & research, information architecture, prototyping

TOOLS

Figma, Subframe, Webflow (certified), Illustrator, Photoshop, After Effects

AI WORKFLOWS

AI-assisted design & prototyping with Subframe; state generation; design-to-code collaboration

CODE

HTML, CSS, JavaScript (basic)

EDUCATION

Bachelor in Multimedia Design

ORT UNIVERSITY · 2020 - PRESENT
In progress

IB Diploma

THE BRITISH SCHOOLS

LANGUAGES

Spanish (native) · English (bilingual) · Portuguese (basic)