Martin Hall

linkedin.com/in/designermart

+44 07594261441

uiuxmartin@outlook.com

uxuim.com

Product Designer with 10+ years experience across SaaS, fintech, and eCommerce. Focused on simplifying complex journeys and turning requirements into clear, usable products. Strong UI and front-end background, leveraging AI tools to move faster from concept to production.

Skills

- Product Design, User Journeys, Research, Prototyping, Design Systems, Stakeholder Collaboration, Digital Design.

Toolbox

- Figma, Adobe Creative Suite, Miro, HTML, CSS, JavaScript, React, Angular, Shopify, Cursor, ChatGPT, Claude.

Work

Zero Product designer — 2.8 years
Start-up fintench

- Led end-to-end design of a mobile banking product from concept through to live App Store release, defining core user journeys and product flows.

- Conducted user and competitor research to shape product direction, feature prioritisation, and overall experience strategy.

- Designed and iterated across the full product experience, improving clarity, trust, and usability across key journeys.

- Contributed to brand and product strategy, helping define a consistent and credible identity for the banking experience.

Aareon Product designer — 2 years
SaaS/Housing

- Designed and refined complex SaaS workflows, simplifying user journeys across multiple products and improving overall usability.

- Collaborated closely with developers to deliver new features, working through system level constraints and resolving challenges within legacy architecture.

- Conducted user testing and incorporated feedback to validate design decisions and improve clarity, consistency, and performance.

- Contributed to design system and UI standards, strengthening consistency and supporting scalable product development.

Currys UIUX designer — 8 months
Ecommerce

- Designed and delivered web and landing page experiences for major rebrand launches, aligning product and marketing goals with clear user journeys.

- Translated strict brand and product guidelines into consistent, user focused interfaces across digital touchpoints.

- Implemented and tested designs within a custom CMS, collaborating with developers to ensure accurate and scalable execution.

IC Product designer — 1 year
Ecommerce

- Designed and built Shopify components and interfaces, improving user journeys and supporting site facelifts for brands including Trapstar, Sii Bello, and Embi Studios.

- Created low and high fidelity prototypes for Shopify based websites and applications, aligning brand identity with user experience and technical constraints.

- Conducted UX research including market, user, and competitor analysis to inform product direction and design decisions.

- Delivered visually strong, functional, and production ready experiences that balanced brand expression with performance and usability.

Toyota Product designer — 1 year
Ecommerce

- Collaborated with Toyota's marketing and product teams to shape and deliver web experiences across key product and campaign initiatives, including the KINTO launch and core Toyota website.

- Designed and built web pages and reusable components within a proprietary CMS, using front end technologies to create scalable, production ready solutions.

- Translated product and marketing requirements into clear user journeys and interfaces, balancing brand consistency with usability and performance.

- Contributed to the successful launch and ongoing optimisation of digital products, supporting both new service offerings and the main Toyota platform

Previous work..

- My previous roles have all been front end focused, combining digital design with product thinking across web and app experiences. I've worked closely with teams to design and build user centred interfaces, from early concepts and UX research.

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