DON MARTIREZ — Product Designer & Design Engineer
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PROFESSIONAL SUMMARY

Product Designer & Design Engineer with 10+ years across enterprise design systems, visual design, and production software — now focused on AI products, designed and shipped end to end (Next.js, React, Python/FastAPI). Recent work: a market-close briefing that scans 800+ stocks into 4 trade setups, with entry, stop, and target calculated by math and never generated by AI; and an educational app that turns a photo of a child's drawing into a one-minute, stage-accurate guide for parents. My specialty is the trust layer of AI features: prompt design, GraphRAG grounding, multi-agent orchestration (LangGraph), and the evaluation and guardrail systems — golden sets, regression checks, fail-closed rules — that keep language models from inventing facts. Earlier career: data visualization for institutional investors at Capital Group, web production at The Huntington, and print/digital production work for Disney's D23 at Anderson/LA.

TECHNICAL & CREATIVE CORE COMPETENCIES

- **Design & UX/UI Strategy Core Tools:** Figma (High-Fidelity Prototyping), Adobe Photoshop (Expert Level), Adobe Creative Suite (Illustrator, InDesign, Premiere, After Effects), InVision, XD.
- **Methodologies:** Human-Centered Design, Modern Design Systems (Atomic Design), User Research & Empathy Mapping, Wireframing, Usability Testing, Information Architecture, and WCAG 2.1, Accessibility. Prompt Design, LLM Evaluation & Guardrails, Conversational UX, Human–AI, Interaction, Multi-Agent Systems.
- **Engineering & Development Frontend:** HTML5 & CSS3 (Advanced Proficiency) (Tailwind, Bootstrap, Materialize), JavaScript & TypeScript (React and Next.js in production; jQuery, Angular).
- **Engineering & Development CMS & Backend:** CMS & Frameworks: WordPress, Drupal (Custom theme design). SQL, NoSQL, Vector & Knowledge Graph Databases. FastAPI, Django, and Flask (Python Backend). Infrastructure & Deployment: Docker,Containerization, Local-to-Cloud Scaffolding, API Middleware, Git/Version Control, CI/CD Workflows, Stripe.
- **Visual Design & Content Creation:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Short-Form Video Production (Reels/TikTok), Educational Carousel Design, 3D Prototyping (Blender).

PROFESSIONAL EXPERIENCE

Founder & Lead Full-Stack Architect — Artstache (artstache.app)
Remote | January 2024 – Present (Platform Launched January 2026)

- Product Vision: Created a generative AI educational platform that helps parents nurture their children's artistic growth with no art expertise required — photograph a drawing, get a short guide with something specific to say and something to ask.
- AI Strategy & Guardrails: Built a LangGraph agent workflow grounded in a Neo4j graph of Lowenfeld's developmental stages (GraphRAG), so guidance follows the child's actual stage and is never suggested out of order. Stage-order checks pass 50/50 in testing, including a deliberate break test.
- UX/UI Design: Designed and built an accessible, one-handed interface (React / Next.js) for tired parents at the kitchen table. Privacy by design: photo location data is stripped in the browser and no faces are stored. Live pilot, currently recruiting its first families.
- Evaluation: Golden-set benchmarking and regression checks gate every release — if the graph check fails, the app shows nothing rather than guessing.

Founder & Lead Designer — The Good Gnome (thegoodgnome.com)
Remote | January 2022 – Present (Platform Launched January 2026)

- Brand Identity & Deployment: Launched an e-commerce lifestyle brand (www.thegoodgnome.com) by utilizing AI-assisted workflows for rapid brand identity and product design deployment.
- E-commerce Infrastructure: Developed and managed a full-stack digital storefront, integrating high-fidelity design with scalable retail operations (Next.js & Stripe).
- Rapid Prototyping: Applied efficient design-to-production cycles to transform creative concepts into a live, user-ready market presence.

Founder & Systems Architect — The 3PM Daily (the3pmdaily.com)
Remote | January 2024 – Present (Platform Launched January 2026)

- Architected and containerized a multi-agent financial news platform using Docker, ensuring seamless environment parity and local-to-cloud deployment orchestration for autonomous Python-based workflows.
- Product & Results: A daily 3PM PT briefing that scans 800+ stocks in 4.2 seconds and publishes 4 setups — entry, stop, and target calculated by TA-Lib, never by the LLM — while 9 LangGraph agents debate the risk. 101 automated checks gate the math; total running cost is ~$18/month.
- Component-Driven Development: Led end-to-end design and full-stack development for cloudnative applications , building reusable UI libraries in React and Next.js to ensure design system consistency across fragmented platforms.
- Agile Infrastructure: Deployed UX-centric infrastructure on Google Cloud Run , coordinating rapid prototyping cycles and high-speed data persistence in an iterative, Agile-aligned environment.
- Data-Driven Automation: Engineered automated systems (The3PMDaily.com) that synthesize complex market data into user-ready financial content, demonstrating the intersection of AI strategy and functional UI.

Web Producer — The Huntington Library, Museum, & Botanical Gardens
San Marino, CA | February 2022 – October 2022

- Design Systems & Storybook-Ready UI: Designed and developed high-fidelity UX/UI mockups and prototypes, focusing on Information Architecture and modular component logic for major site redesigns.
- Technical Bridge & Collaboration: Acted as the primary technical liaison between communications and development teams , translating complex research archives into accessible digital content while ensuring WCAG compliance.

Graphic Production Artist-Contractor — Capital Group
Los Angeles, CA | April 2020 – November 2021

- PInformation Design & Data Visualization: Partnered with subject matter experts and publishing specialists to translate complex financial datasets into intuitive visual exhibits and data visualizations for institutional investors.
- Data Integrity & Stakeholder Collaboration: Interfaced with diverse stakeholders to identify and resolve data inaccuracies, ensuring the highest level of precision and brand consistency for high-volume quarterly publications.
- Systems Thinking & Optimization: Scrubbed, formatted, and configured raw data to generate scalable visual marketing tools while adhering to strict institutional design frameworks and publishing deadlines.
- Brand Consistency: Collaborated within a large-scale production team to maintain a unified visual brand identity across a high volume of complex financial materials.

Graphic Designer — Webasto Charging Systems
Los Angeles, CA | April 2020 – November 2021

- Requirement Engineering: Partnered with internal engineering and sales teams to gather complex technical requirements, translating them into intuitive user flows and instruction manuals for customers like Ford and Harley Davidson.
- User Flow Optimization: Evaluated User Interface components and optimized user flows for digital products by analyzing marketing data and reporting on digital/web KPIs.
- Technical Illustration & UX: Developed 3D technical illustrations using CAD software (Solidworks, Blender) to improve the "learnability" of complex engineering documents and event planning visualizations.
- Stakeholder Management: Interfaced with diverse stakeholders to identify and resolve inaccuracies in system solutions, ensuring all design deliverables met both business and user needs.
- Brand Systems: Led rebranding initiatives by developing a cohesive design language across product catalogs, trade show materials, and website landing pages to ensure global brand consistency.

Technology Coordinator — Anderson/LA (An RR Donnelley Company)
(Clients: Disney D23, Chevron, Wendy's) | July 2015 – December 2015

- Delivered targeted technology solutions for Tier-1 entertainment and corporate clients, including **Disney (D23)**, streamlining member database ingestion and web-to-print production workflows.
- Programmed relational database pipelines (**SQL**) and automated data transformation scripts to support rapid, iterative business operations under tight schedules.

PORTFOLIO & LIVE PRODUCTION SYSTEMS

- **Artstache.app:** Modern web application featuring React, FastAPI, and complex data-processing pipelines.
- **The3PMDaily.com:** Full-stack data ingestion and automation platform utilizing Docker, Python, FastAPI, and Next.js.
- **Don-the-Imaginator.com:** Interactive engineering portfolio highlighting full-stack execution and custom tool-calling integrations.

EDUCATION & CERTIFICATIONS

- **B.A. Media Arts & Design** — Mt. Sierra College, Monrovia, CA
- **Google UX Design Professional Certificate** — Google Coursera
- **Google AI Professional Certificate & Generative AI Leader** — Google Cloud Training