

# / TALY MARTINS

Principal UX Designer | Enterprise & B2B UX | Design Systems

taly@tmelo.com | [www.tmelo.com](http://www.tmelo.com) | [linkedin.com/in/talymartins](https://linkedin.com/in/talymartins) | 469.343.8844 | Dallas Fort Worth Area, TX

## SUMMARY

Principal product designer with 17 years designing enterprise and B2B software, complex workflows, dashboards, and data-heavy interfaces. Expert in Figma, design systems and pattern libraries, interaction design, and both qualitative and quantitative research. I own the end-to-end design lifecycle, from discovery and IA to high-fidelity prototypes, turning ambiguous, fast-moving problems into clear, intuitive product experiences. I work AI-native, using AI-enabled design and research tools to move quickly without losing craft.

## CORE SKILLS

Enterprise & B2B UX, Complex Workflow Optimization, Data-Rich Dashboard Design, Design System Governance, Pattern Libraries, Figma, Interaction Design, Information Architecture, End-to-End Prototyping, Research Methodologies, AI-Native Design, Agile Collaboration

**Tools:** Figma, FigJam, Adobe Creative Suite, Claude & Claude Code (AI-assisted design), FullStory, Google Stitch

## EXPERIENCE

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### Principal UX Designer & Strategist | Optum (UnitedHealth Group)

Apr 2024 to Jun 2026

- Led UX strategy, information architecture, and design system governance across an enterprise B2B ecosystem of 130+ digital properties.
- Built and maintained shared, component-based design systems and pattern libraries, including a global header reused across all properties for consistency and scale.
- Contributed to AI-enabled and personalization initiatives supporting 1M+ visits in 90 days and \$1.2B+ in influenced lead generation.
- Mentored designers and guided cross-functional teams on UX decisions, research, and platform strategy.
- Helped scale delivery of 200+ digital initiatives in a single quarter through Agile planning and governance.

### Fractional Product Owner & Co-Founder | Northflow

Jun 2024 to Present

- Co-founded a SaaS platform, leading product strategy, user research, and UX design from concept through launch (0 to 1).
- Designed user flows, wireframes, and interactive prototypes; used AI-enabled tools and rapid prototyping, partnering with engineering through Agile.
- Co-led a distributed development team, overseeing QA, release validation, and continuous improvement.

### Senior UX/UI Designer & Strategist | Change Healthcare (acquired by Optum)

Mar 2021 to Apr 2024

- Designed complex B2B healthcare software, provider workflows, operator tools, and data-heavy interfaces for providers, payers, and administrators.
- Turned dense, data-heavy content and complex workflows into clear, usable, high-fidelity interfaces.
- Used FullStory daily to analyze user behavior and drive targeted UX improvements; led research, usability, and interaction design.

### Sr. Product Designer | Amwell

Oct 2020 to Mar 2021

- Designed telehealth and virtual care experiences across native mobile (iOS and Android) and responsive web.
- Led UX for AI-powered NLP and conversational healthcare features; collaborated across product, engineering, data science, and clinical teams.

### Sr. Product Designer | Agilitee

Jan 2018 to Jul 2020

- Designed native iOS and Android mobile apps and responsive web across healthcare, retail, financial services, and enterprise clients.
- Led Subway's mobile app redesign, supporting App Store rating growth from 1 star to 4.5 stars; designed Dollar General's mobile app across iOS and Android.
- Led user research, wireframing, prototyping, and interaction design end to end, following platform design standards.

*To see more work experience please visit by LinkedIn*

## EDUCATION & LANGUAGES

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High School Diploma, R.L. Turner High School

English (Native) · Portuguese (Native) · Spanish (Professional Working)