

Aislinn Martin

Senior Product Designer (UX/UI) · Design Systems · UX Research · AI-Native Design

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SUMMARY

Senior product designer with nearly 5 years owning **end-to-end product design** as the **sole designer at KidKare**, across its legacy platform and **Parachute, which I designed from 0 to 1**. A **two-sided B2B2C SaaS platform**: provider web apps and a parent mobile app. Built the **design system** and the **UX research practice** from scratch, and used research and **product analytics** to shape **product strategy**. I prototype in code with **AI-native workflows (Claude Code, Figma Make)**, doing the work of a larger team as one designer.

EXPERIENCE

KidKare (Valsoft / Edelweiss), Senior Product Designer

Remote · January 2023 – October 2026

- **Sole product designer for Parachute, from 0 to 1**: partnered with the VP to build the product from the ground up, owning all design, the **design system**, and engineering handoff across provider web apps and the parent mobile app.
- **Led research and redesign of the invoice workflow** with the PM: audited the live flow, triangulated Pendo feedback, support tickets, and usage data, reframed the scope from editing to the full workflow, and ran **usability testing** with 6 providers on a coded prototype. All 6 responded positively, and I recommended a **phased early-access rollout**.
- **Shipped receipt capture** as lead designer: receipts auto-fill expenses, plus a sponsor review flow, contributing to new revenue and retention.
- **Created an action-first labeling standard** for audited workflows after ambiguous buttons contributed to a double-charge, and it became the standard across every audited flow.
- **Designed the merger of two live billing products** into one app after an acquisition: role and navigation audits, a shared vocabulary matched to the backend, and two engineering handoff packs.
- **Designed Sol, a full design system (design tokens, components, documentation, accessibility)** and a 33-screen vision for modernizing the legacy platform, while shipping improvements inside its constraints.
- Built the **UX research practice** from scratch: interviews, usability testing, and the team's **first baseline UX metrics in Pendo**.
- **Built the parent app's front end myself** (HTML/CSS/JavaScript, Claude Code) in about two weeks, plus **custom Claude Code skills** for design system checks, research, and a **design, accessibility, and bug audit** before handoff.

Moment Studio, UX/UI Designer

Remote · March 2022 – December 2022

- Designed B2B, B2C, and SaaS products across web and mobile, from research and prototype testing through high-fidelity handoff, with design leads, PMs, and engineers.

Associate Teacher, Town School for Boys & Mount Tamalpais School

San Francisco & Mill Valley, CA · August 2020 – May 2022

- Adapted lessons to diverse learning needs and managed communication across parents, staff, and administrators, sharpening the observation and stakeholder-alignment skills that drive my research today.

WayUp, Recruiter

New York, NY · August 2019 – April 2020

- Conducted 75+ weekly interviews for Fortune 500 clients and managed candidate pipelines across multiple ATS platforms.
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SKILLS

Product Design: End-to-end product design · Product strategy · Interaction design · Design systems (tokens, components, documentation) · Accessibility · Information architecture · Wireframing · Prototyping · Visual/UI design · Responsive web & mobile

AI-Native Design: Designing AI features · Custom Claude Code skills · Front-end code (HTML/CSS/JS) · Prototyping with Claude Code and Figma Make · AI-assisted research and synthesis

Research: User research · Usability testing · Interviews · Competitive analysis · Journey maps · User flows · Research synthesis · Product analytics

Tools: Figma · Figma Make · FigJam · Claude Code · Cursor · Miro · Notion · Pendo · Dovetail · Granola · UserTesting · HTML/CSS/JavaScript · GitHub · Vercel · ChatGPT · Gemini

Ways of working: Agile UX · Cross-functional collaboration with PMs and engineers · Stakeholder alignment · Design-to-dev handoff

EDUCATION

B.A., Psychology, George Washington University

UX/UI Design Certificate, Avocademy