

# Rodrigo Martínez Sánchez

[rodriwu.com](http://rodriwu.com)

Visual & Product Designer

5611-7241-57

[rodriwuu@gmail.com](mailto:rodriwuu@gmail.com)

México

## EXPERIENCE

### Omni Common (Growth Agency)

Platform Integrator & Sr. Product Designer

August 2024 - [Today](#)

Lead end-to-end UX/UI design at Omni Common for U.S.-based clients like Talitha Coffee, NumberBarn, and RapidOs. Partner with product and growth teams to deliver high-impact digital experiences, transforming brand positioning into intuitive, conversion-focused interfaces and bridging design, development, and strategy to create seamless, high-performing products.

### Porch Moving Group

Product Designer (Remote)

October 2022 - August 2025

Led UX and marketing initiatives for leading brands such as Porch, HireAHelper, Permit Puller, Moving Place, and MovingStaffers. Created and upheld detailed design systems, style guidelines, wireframes, and web prototypes, ensuring consistency and adherence to design best practices with tools like Figma and Zeplin.

### HireAHelper

UX Design Intern

November 2021 - Oct 2022

Worked with diverse clients on projects ranging from web design to branding, creating visually appealing and effective solutions.

### Tirza Moda Creativa

Graphic Design Intern, Mexico City

2018 - 2019

Managed social media content and handled photography and editing for catalog images at a fashion design studio.

## EDUCATION

### Universidad Tecnológica de México

Licenciatura en Diseño Digital

México City 2018 - 2019

### Tecnológico de Monterrey

Licenciatura en Animación Digital

Querétaro, Méx. 2016 - 2018

## SKILLS

### Design & Develop

User Interface  
User Experience  
Platform Implementation  
Lottie Animation  
CMS Templates  
Visual Identity Design  
Social Media Design

### Tools

Figma  
Adobe Suite  
Lottie  
Framer  
Elementor (WordPress)  
Wix, Webflow  
HTML, CSS, Tailwind

### Language

English  
Spanish