

Rodrigo Martínez Medina

Senior Product Designer

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Senior Product Designer in growth, monetisation, and platform design. 6+ years in product design across creator economy, fintech, and web3. Co-founded Fanvue's growth hacking team, shipped 100+ experiments on a product that grew from \$40M to \$200M ARR. Built two platform systems from scratch.

PROFESSIONAL EXPERIENCE

Fanvue / Senior Product Designer - Lead Growth Designer December 2024 - July 2026

- Designed most of the platform's AI tools (voice gen, image gen, automated chats, message suggestions). 72% of earning creators now use them. 60-70% of platform revenue comes from AI-driven transactions.
- Co-founded Fanvue's Growth Hacking team with one of the company's co-founders and led growth design across onboarding, conversion and monetisation. Co-built the experimentation process (ICE scoring, a success metric before every launch, a lessons log): 138 experiments with a 29.7% win rate, about 3x the ~10% Booking, Netflix and Google publish. Top results: +73% bundle subscriptions, +48% fan spending, +8% signups.
- Sole designer on Account Health: a creator-facing compliance surface plus internal moderation tooling, shipped to 200K+ creators. Replaced email-only strikes with a severity-based warning system across 38 violation types. -15% manual review time, -10% compliance resolution time, -14.9% support resolution time, -33% ban and suspension support chats.
- Sole designer on the App Store and Developer Platform: the governed alternative to 1,000+ unofficial apps on raw API keys. OAuth2, webhooks, readable permissions, draft-based review and monetisation. The review gate kept out 65% of submissions in its first three weeks, so creators only saw vetted, quality apps.

Freelance / Senior Product Designer

Apr 2024 - Present, Remote

- Product design for international SaaS and consumer clients. Selected via Toptal and Arc.dev.

Decrypt Media / Senior Product Designer

Nov 2021 - Dec 2023, Remote

- Redesigned Decrypt.co (world's #3 crypto news site). Unique visitors grew from 3.6M to 4.4M post-launch.
- Optimised key user journeys driving 30% growth in account creation and newsletter subscriptions.
- Built Decrypt University from 0 to 1. 20+ courses, 252K NFT certificates on Polygon, unlocked first Arabic market partnership.
- Designed and launched 5 branded content hubs. 15+ partnerships, 37K NFT membership passes minted, increased ad revenue growth.

CTAIMA / Product Designer

Apr 2021 - Nov 2021, Spain-Remote

- Reduced customer support requests by 18% through UX audit across 2 core products.
- Led design of a new legal compliance and access management web app from concept to MVP.

Elixir Games & TurinLabs / UX Engineer

Oct 2020 - May 2021, Spain-Remote

- Designed UX/UI for Elixir.app, a Web3 gaming platform. 150+ games launched, 1st prize at Miami Bitcoin Conference 2021.
- Designed crypto wallet mobile app (TurinWallet) and DeFi web app following fintech and security UX patterns.

Freelance / Visual & UI Designer

Jan 2016 - Jan 2020, Remote

- UX/UI and visual design for web apps and digital products. Graphic design and branding for marketing and digital campaigns across SaaS and consumer clients.

EDUCATION

Bachelor in Business of Design and Communications

Universidad de Palermo

Degree in Graphic Design

Universidad de Palermo

Web Developer Bootcamp

Ironhack

CERTIFICATES

-UX Design Professional Certified - Google

-Professional SCRUM Product Owner (PSPO I) - Scrum.org

-Professional SCRUM with User Experience (UX) - Scrum.org

-Tokenization in Blockchain Bootcamp - Tutellus

LANGUAGES

English

Spanish

French

Italian

Product Design, UX Design, UX/UI, User Experience Design (UX), User Interface Design (UI), Interaction Design, Information Architecture, Design Systems, Component Libraries, Product Strategy, Business Strategy, Product Lifecycle, Customer Journey, User Research, User Testing, Usability Studies, Human Centered Design, User-Centered Design, Design Thinking, Design Patterns, UX Patterns, Rapid Prototyping, Prototypes, Wireframing, Mockups, Visual Design, Typography, Data Analysis, Business Analytics, Data Visualization, Google Analytics, Market Research, Competitive Audit, Decision Making, Problem-Solving, Project Management, Product Management, SaaS, Digital Products, App Design, Web Design, WCAG, Transformation, Adobe Illustrator, Adobe Photoshop, Adobe Creative Suite, AI Native, Claude, Cursor, Figma, FigJam, Miro, HTML, CSS, JavaScript, React.js, Web Development, Android, iOS, GitHub, Git, Slack, Agile, Scrum, Fintech, Blockchain, Web3, Cryptocurrency, Graphic Design, Pixel perfect, end-to-end, fast-paced.