

IVAN MARTINEZ

- UX . UI DESIGNER -



- NAME -

Ivan A. Martinez T.

- LOCATION -

Houston, Texas.

- LANGUAGES -

English / Spanish / Portuguese

- CONTACT -

(929) 920 1632

- PORTFOLIO -

<https://ivanmdesign.com>



- WHO I AM -

a Visual Communicator with over a decade of experience in UX/UI design, captivated by a minimal clean design and digital arts. Music lover, friendly, team player, respectful and honest.

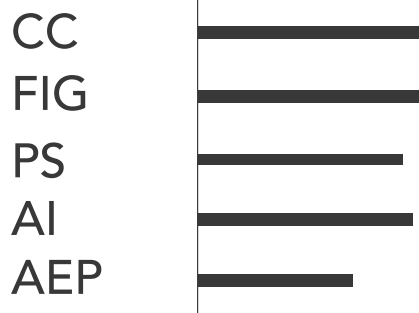
"Quality is always better than quantity"

Creativity defines me, I thrive in challenging situations and I'm continuously researching design trends to maintain an open mindset.

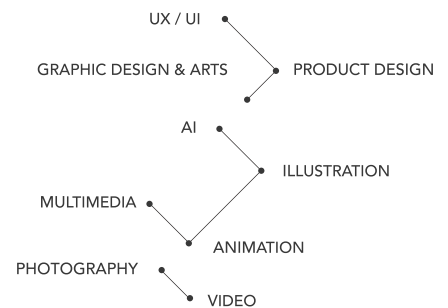
"I've led and contributed to major projects for financial giants like Chase JP Morgan, luxury automotive brands including McLaren, Aston Martin, and Maserati, as well as large-scale residential developers like Greyden Building Group in Texas" [View full bio...](#)

- PROGRAMS -

LEVEL



- SKILLS -



- EDUCATION -

VISUAL COMMUNICATOR / 2010 - 2014

Graduated at Centro de Diseño Digital - Caracas, Venezuela:

-UX Foundations, Design Thinking Human-Centered Design, UX Research Methods, User Flows & Journey Mapping, Information Architecture, Wireframing & Low-Fidelity Prototypes. UI Design Visual Hierarchy & Layout Principles UI Components & Patterns, Design Systems & Atomic Design. Basic Design I & II - (Design) Project I, II, III, IV, VI & VII. Free Drawing I, II, III & IV - Illustration I & II - Technical Drawing. Color I. Art History I & II - Design History. Vectors (Ai) - Bitmap (Ps) I, II & III. Spatial Perception, Methodology, Communication Theory, Presentation Techniques, Graphic Assembly, Graphic Technologies, Redaction, Portable Files, Marketing, Digital Composition, Packaging, Legal Principles, 3D Modeling (Maya), Portfolio. Typography I, II & III. Photography - Sound & Video Edition I & II - Production/Editing - Direction. Motion Graphics I (Fl) & II (Ae) - Dynamic Graphics. Programming - HTML - Web Assembly - World Press. Experimental Project I & II.

- EXPERIENCE -

CREATIVE DIRECTOR . UX / UI DESIGNER . PRODUCT DESIGNER .

- McLaren, Aston Martin, Maserati, Jaguar, Land Rover, Fisker, Rivian & Subaru Financial platforms 2022 - 2025
Lead UX/UI Designer for Digital Financing and Marketing Experiences.
- JPMorgan Chase Auto UX / UI Lead Designer 2025.
- Lead UX/UI Designer for Digital Automotive Marketplace Experiences.
- Greyden Building Group, Builder Texas 2024
- Lead UX/UI Web designer.
- Decent Labs LLC, Decent DAO Venture Studio 2022
- UX/UI Designer, Visual Designer, Brand Identity, Marketing Design.
- MERCADOLAR INC, BROADWAY NY. 2016 - 2021
- Art Director, UX/UI Designer, Web Designer, Brand Identity, Marketing Design.
- BRYCKTO© Miami, FL. 2021 -UX/UI Cryptocurrency Platform for desktop and mobile.
UX/UI Designer, Branding, Logo and Responsive Web design.
- Lite Fintech LLC Miami, FL. 2021 -A fintech platform that provides its users an electronic wallet.
UX/UI Designer - Branding - Web design.

- OTHERS -

BRANDING & WEB DESIGN 2014 - 2016

- Brand Identity for Mike Introini, Software Development in NY. 2016
 - Web Design and Brand Identity for Simplicity Filling Systems, in Florida. 2016
 - Brand Identity for 3ilusions, in Portugal. 2015
 - Vector Art with Wacom PRO for T-Shirt Drum Boctopus.
- [View more...](#)



2022 - 2025

JPMorgan Chase Auto UX / UI Lead Designer.

As part of a strategic collaboration between **Vroom** and **JPMorgan Chase**, I was brought in to lead key UX/UI initiatives for Chase Auto's internal platforms and banking flow systems. This involved revamping complex internal tools, streamlining financial processes, and creating scalable design systems used across the organization.

ROLE & RESPONSIBILITIES

- Redesigned core areas of the Chase Auto marketplace, focusing on improved user flow, engagement, and mobile responsiveness.
- Designed a new prequalification experience, allowing users to quickly check loan eligibility with minimal friction, while maintaining legal and compliance standards.
- Reimagined the vehicle description page (VDP) with enhanced visual hierarchy, clearer call-to-actions, and improved specification presentation.
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- Designed and implemented advanced search filters and a more intuitive inventory browsing experience.
- Created branded contact forms for official dealerships, allowing users to initiate inquiries directly from vehicle pages.
- Developed interactive dealer locator tools with geo-personalized search and map integration.
- Worked alongside a dedicated IT and engineering team to ensure the design vision was translated accurately into production.
- Work directly supported Chase Auto's goals to streamline financing workflows, improve vehicle discovery, and enhance lead generation for affiliated dealers—all within a scalable and brand-compliant UI framework.

[VIEW CASE STUDY](#)

LINKS

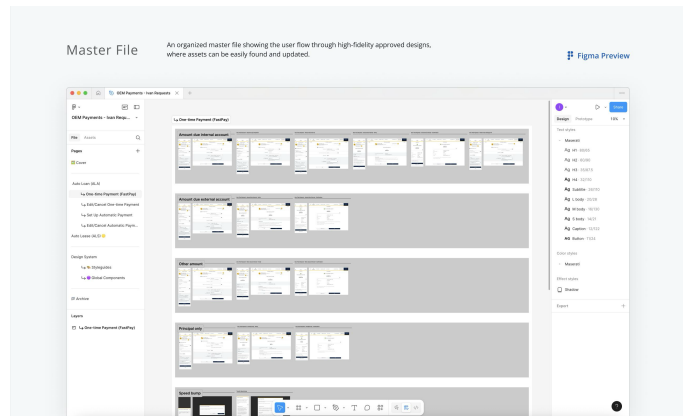
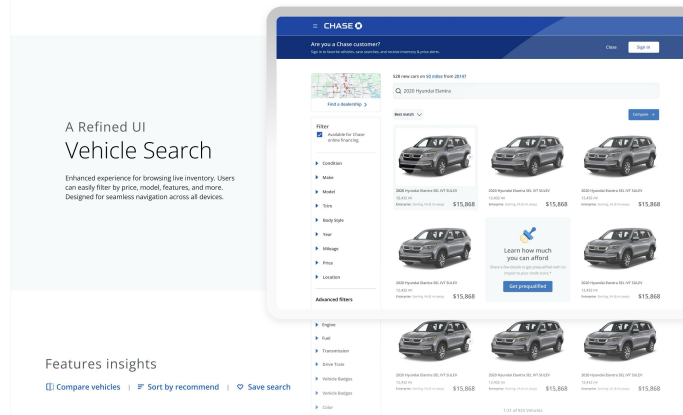
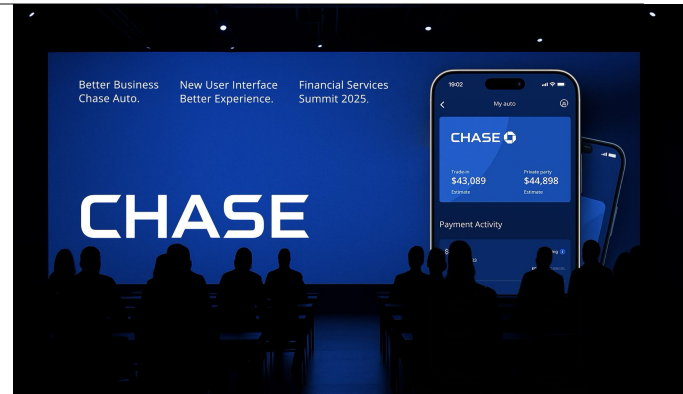
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<https://autofinance.chase.com/>

<https://secure.chase.com/web/auth/shared#/auto/prequalify>

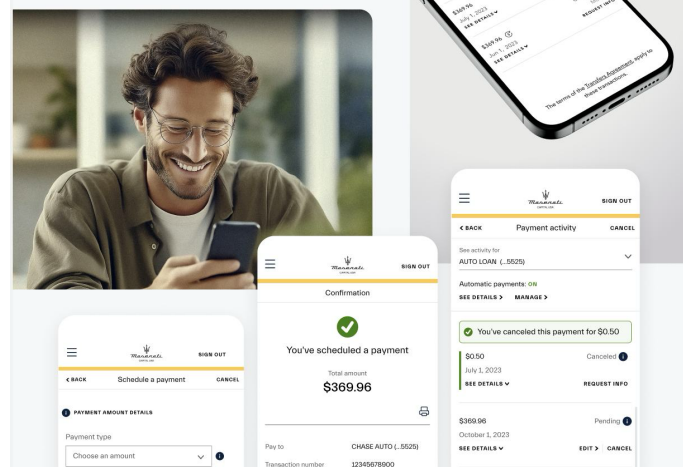
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CHASE Insight Payments

A streamlined design solution customized to meet the unique needs and brand identity of each OEM.





2022 - 2025

Head UX/UI for McLAREN, Aston Martin, MASERATI, and more...

For over three years at VAST, I led the end-to-end UX/UI design of digital financing experiences for a portfolio of world-renowned automotive brands, including McLaren, Aston Martin, Jaguar, Land Rover, Maserati, Rivian, Subaru, and Fisker.

ROLE & RESPONSIBILITIES

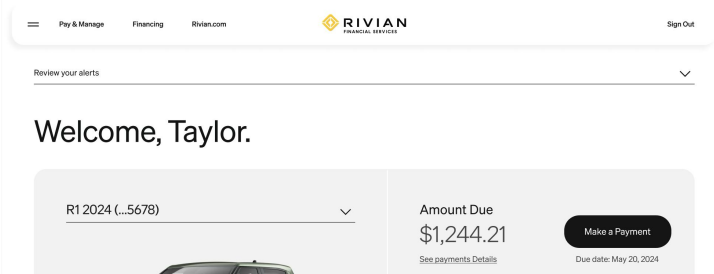
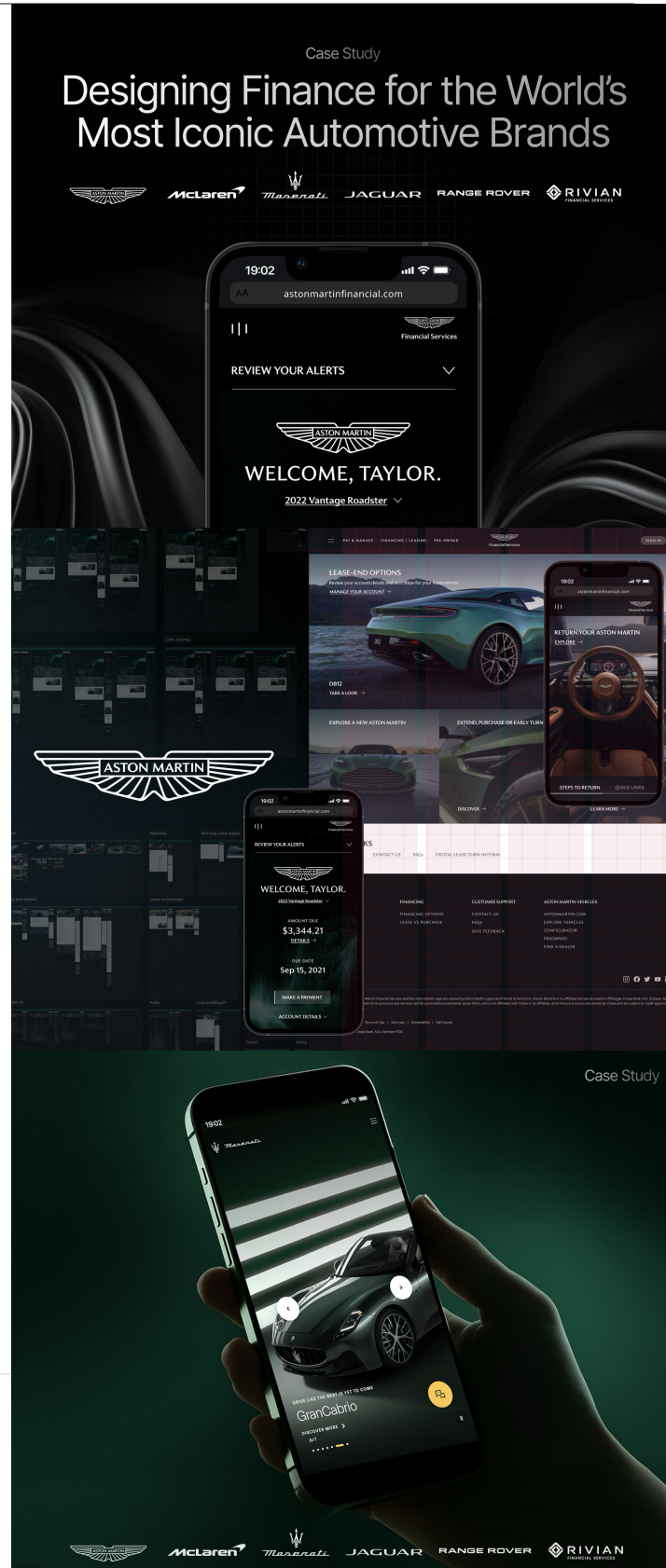
- Led the UX/UI design of digital financing experiences for premium automotive brands including McLaren, Aston Martin, Jaguar, Land Rover, Maserati, Rivian, Subaru, and Fisker over a 3+ year period.
- Studied and applied each OEM's brand guidelines, design systems, and tone of voice to craft customized, brand-consistent user interfaces that respected their unique identities.
- Collaborated with cross-functional teams—including executive stakeholders, product owners, and engineers—from both the automotive and financial industries to align business objectives with user needs.
- Architected a scalable, modular design system from scratch that supported multiple brands under a unified UX strategy without sacrificing visual and functional uniqueness.
- Prioritized accessibility, performance, and trust to ensure seamless user journeys across all touchpoints in the digital financing lifecycle.
- Maintained quality and consistency through comprehensive Figma component libraries and documentation, enabling efficient onboarding and cross-team collaboration.
- Designed internal account management tools such as dashboards, payment history views, billing summaries, and interfaces to schedule, initiate, and payments options.
- Created and maintained an adaptable, modular design system in Figma, enabling efficient brand-to-brand transitions and supporting ongoing design operations at scale.

[VIEW CASE STUDY](#)

LINKS

- <https://www.astonmartinfinancial.com/>
- <https://www.mclarenfinancialservices.com/welcome>
- <https://www.landroverfinancialgroup.com/>
- <https://www.fiskerfinance.com/>
- <https://rivian.com/>
- <https://www.maseraticapitalusa.com/>
- <https://www.jaguarusa.com/current-offers/jaguar-financial-group.html>

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- PORTFOLIO PREVIEW -

Case Study

Designing Finance for the World's Most Iconic Automotive Brands

ASTON MARTIN McLaren Maserati JAGUAR RANGE ROVER RIVIAN

