MARTY MERIDA

PRODUCT DESIGN LEADER | AI + DESIGN SYSTEMS | ENTERPRISE SAAS | PRODUCT STRATEGY

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EXECUTIVE SUMMARY

Product design leader with 25+ years of experience scaling complex enterprise products, design systems, and high-performing teams. Proven track record improving adoption, conversion, delivery efficiency, and organizational UX maturity across global technology environments. Leads multidisciplinary teams, shapes product strategy, simplifies complex workflows, and builds scalable systems that connect Product, Design, and Engineering. Recent work spans AI-enabled product experiences and structured, machine-readable design guidance for information architecture, WCAG 2.2 accessibility, responsiveness, and interaction standards.

CORE EXPERTISE

Product Design Leadership | Design Systems & Governance | AI Product Strategy | Enterprise SaaS | Product Strategy | UX Strategy | Information Architecture | Accessibility (WCAG 2.2) | User Research & Validation | Complex Workflow Design | Cross-Functional Leadership | Design Operations | Team Development | Usability Testing | Responsive Design | Agile Product Development

PROFESSIONAL EXPERIENCE

Homecare Homebase | Director of User Experience | Aug 2024 - Present | Remote

Enterprise software supporting complex operational workflows for home health and hospice organizations.

- Lead a UX organization of 6 designers and 1 manager, setting experience strategy, developing talent, and establishing scalable practices across a complex enterprise SaaS portfolio.
- Define product experience vision for new and existing capabilities, translating customer needs, business priorities, operational requirements, and technical constraints into clear, intuitive workflows.
- Led UX strategy and cross-functional design for the successful launch of AI Scribe, translating complex documentation needs and AI capabilities into a production-ready experience from discovery through delivery.
- Partner with Product and Engineering leadership to bring UX earlier into discovery, prioritization, and solution definition, reducing rework by 48% while improving stakeholder alignment.
- Accelerated design-to-development handoff by an average of 3 weeks through scalable, accessible Figma templates, standardized implementation practices, and clearer design-to-engineering guidance.
- Built and led a cross-functional design system practice, establishing reusable patterns, standards, governance, and a Figma variables architecture that supports theming and Dark Mode without major product releases.
- Created reusable AI-ready skills and guidance for information architecture, WCAG 2.2 compliance, responsive behavior, and design best practices, improving consistency across teams while making AI-assisted workflows more reliable.
- Established dashboards and success measures for UX maturity, design system adoption, and design ROI, increasing visibility into quality, organizational progress, and impact.
- Established UX Office Hours, best-practice documentation, communication rhythms, and development programs that raised UX maturity and strengthened collaboration across teams.

Indeed | Lead UX Designer | Jan 2020 - Jul 2024 | Remote

Global employment platform serving hundreds of millions of users across AMER, EMEA, and APAC.

- Achieved 98.8% design system adoption and contributed to a measurable 4% lift in conversion by leading development, rollout, and governance of scalable experience standards.
- Led global design system initiatives across three regions, aligning Product, Design, and Engineering through six major product rollouts.
- Increased team productivity by 20% through scalable design policies, governance models, reusable patterns, and educational resources.
- Mentored and enabled designers across a global organization, contributing to a 7% improvement in employee engagement and development.

General Motors | Senior UX Designer | 2019 | Austin, TX

- Improved UX team efficiency by 17% by establishing scalable design standards and documentation practices.
- Directed collaboration across three global product teams, strengthening workflow, sprint planning, and cross-team alignment.

NI (National Instruments, now Emerson) | Senior UX Designer | 2017 - 2019 | Austin, TX

Global provider of automated test and measurement systems used in complex technical environments.

- Led UX discovery and established design system use cases that improved experience consistency and contributed to a 62% increase in product adoption.
- Increased sales by 20% through scalable component libraries, interaction guidance, and experience standards.
- Improved design consistency by 70% across teams through development and adoption of a reusable design pattern library.

Mighty Citizen | Senior UX Designer | 2014 - 2017 | Austin, TX

- Directed UX strategy and product design for responsive websites and digital applications across nonprofit, higher education, and government clients.
- Partnered with client stakeholders to uncover user and business needs, define UX goals, and translate them into user-centered product solutions and technology recommendations.

EDUCATION

The Art Institute of Dallas | Visual Communications | 1998

THOUGHT LEADERSHIP & RECOGNITION

Indeed.com - Featured Writer / Illustrator, 2022-2024. Published UX thought leadership including “10 UX Tips From My Summertime Waterpark Adventure” and “When Selecting the Best UX Icons, Context Is Essential.”

Selected recognition: The Arc of Texas & Texas Advocates Community Service Award (2016); University of Texas Thrive UX work featured by The New York Times (2013); Hermes Creative Awards Platinum Winner for UI/UX Design; creative work supporting Red Cross disaster relief featured by Mashable.