Alexine Martina

Product designer

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I apply the Double Diamond using an AI-assisted workflow: problem exploration with an LLM, rapid prototyping in Claude/Figma Make, and delivery through development-ready designs in Figma.

Currently a product designer at Vroom, with some fun contract work on the side building an admin platform for AI education support.

Experience

Staff product designer
🌐 **Dorxata**

Dec 2024 - present

Deployed as the sole product designer for LearnWise.ai (an AI edtech startup).

I collaborate directly with their founding team to design admin tooling for AI assistant customization that scaled to from 1 to 2M users and 40 to 150+ institutions within a year. Designed and shipped an analytics dashboard, a knowledge base builder supporting third-party integrations, and a workflow canvas for mapping conditional logic and automations.

Senior product designer
🚗 **Vroom Group**

Feb 2020 - present

I manage a 2-person design team, regularly leading design walkthroughs with senior management and developers for our car hire booking and vehicle excess insurance platforms.

I designed and shipped the company's claims handling platform from scratch, now processing 600+ claims annually.

I am working on a ground-up redesign of the rental booking flow, focusing on information architecture, usability, and WCAG compliance.

Product designer
🚀 **Jumpcut (YC16)**

Sep 2019 - Feb 2021

I designed the end-to-end UX of conversion-critical flows such as enrollment and checkout for an e-learning platform, covering research, user stories, flows, and visual design. I also led the creation of their design system, Paradigm, with 2 other designers.

UX designer
🌍 **Globe Telecom**

Apr 2018 - Aug 2019

I worked in enterprise, designing the user journeys and interfaces of several employee-facing mobile and web apps. I was responsible for facilitating various user tests, as well as organizing data from focus group discussions. I functioned as the lead UX/UI designer in Agile teams, defending the team's best recommendations during sprints.

Front-end developer
Vroom Group

Aug 2017 - Apr 2018

I assisted our Front-end team in building websites using ReactJS, Bootstrap, and CSS/SCSS. I worked in bringing product visions to life with coded prototypes that became the shipped product.

I was asked to return as a senior product designer in Feb 2020.

Skills & Tools

Design

Figma

Development

Claude Code

Cursor

Languages

English

Filipino