

DENNIS MARTINA CV

PERSONAL INFORMATION

Name Dennis Martina
Location Barcelona, Spain
contact hey@dennismartina.com
Linkedin linkedin.com/in/dennis-martina-18598051/
Portfolio dennismartina.com



EXPERIENCE

Apr 2023 – Current **UX Strategist – HP (Customer support), Sant Cugat del Vallès, Spain**
Currently leading strategic UX initiatives aimed at improving digital customer journeys, improving customer engagement and conversion.

Dec 2021 – Apr 2023 **UX Lead – HP (3D printing), Sant Cugat del Vallès, Spain**
Led the UX design of integrated hardware-software solutions in HP's additive manufacturing ecosystem. Delivering user-centric designs that improved usability and equipment performance to reduce total cost of ownership.

Apr 2021 – Nov 2021 **Senior UX Designer – HP (E-commerce), Sant Cugat del Vallès, Spain**
Stepped into UX design at a global scale, focusing on delivering consistent, user-friendly experiences across HP's B2C and B2B eCommerce platforms.

Aug 2020 – Apr 2021 **Freelance Industrial & UX Designer - Dennis Martina, Barcelona, Spain**
Explored new opportunities independently, expanding my skill set into branding, graphic, and UX design. Enjoyed tailoring solutions for a diverse client base, combining industrial design fundamentals with digital innovation.

Jun 2015 – Aug 2020 **Industrial Design Consultant - Helder innovation + development, Almere, the Netherlands**
Joined Helder ID during its start-up phase, growing from hands-on product design and engineering to leading projects, managing client relationships, and developing integrated strategies across physical and digital experiences.

Jan 2011 – Jan 2014 **Junior Industrial Designer - Techmar B.V., Hengelo, the Netherlands**
Part-time designer in the garden lighting development team. Working on ideation, concept development, and engineering, and collaborating closely with manufacturers and design agencies.

EDUCATION

Sep 2012 – Apr 2015 **MSc, Industrial Design & Styling**
University of Twente, Enschede, the Netherlands

Sep 2008 – Aug 2012 **BSc, Industrial Design Engineering**
University of Twente, Enschede, the Netherlands

SKILLS

Design strategy
UX design
Industrial design
Design thinking
UX research
Agile / SAFE methodology
Project management

SOFTWARE

Figma, XD
Adobe CC
Solidworks, Keyshot Pro
Blender, Rhino, Grasshopper
Procreate, Sketchbook Pro,
Microsoft Office
Jira / Confluence
HTML, CSS

LANGUAGES

Dutch	Native
German	Bilingual
English	Fluent
Spanish	Conversational