

# DENNIS MARTINA CV

## PERSONAL INFORMATION

Location	Barcelona, Spain
Phone	+34 644 17 83 12
E-Mail	d.n.martina@gmail.com
LinkedIn	<a href="https://www.linkedin.com/in/dennis-martina">linkedin.com/in/dennis-martina</a>
Portfolio	<a href="https://dennismartina.com">dennismartina.com</a>

## SUMMARY

10 years designing products across industrial, digital, and enterprise SaaS contexts. Currently leading UX strategy at HP across AI-powered customer experience and 3D printing ecosystems. I work at the intersection of systems thinking and hands-on craft, partnering with product and engineering to move from ambiguous problems to shipped experiences. Currently exploring: how generative AI changes the design process itself

## EXPERIENCE

Apr 2023 – Current

**UX Strategist** – HP, Digital customer support, Sant Cugat del Vallès, Spain

Leading UX strategy for HP's digital support platform, 270M customers, 95% of all support interactions, aligning cross-functional teams to drive self-solve success at scale.

- Served as Experience Lead for HP's AI-powered assisted support integration, establishing the journey framework and CX foundations now adopted across the support organization
- Redesigned the printer ink compatibility matrix, unlocking \$1.7M in annual revenue
- Shipped end-to-end digital repair experience, shifting 10% of case volume from assisted to self-solve with >70% CSAT
- As point-of-sale Experience SME, contributed to Out-of-Warranty page redesign driving 121% more paid support clicks and 115% lift in order revenue

Dec 2021 – Apr 2023

**UX Lead** – HP, 3D printing, Sant Cugat del Vallès, Spain

Leading 3 designers while bridging R&D, firmware, and engineering across HP's metal powder loading and depowdering stations.

- Conducted on-site research and co-design sessions with pilot customers, directly shaping control panel design and operator task flows
- Protected usability through a ~30% product cost reduction program; work became the UX foundation for subsequent Metal Jet releases

Aug 2020 – Nov 2021

**Freelance Industrial & UX Designer** – Dennis Martina, Barcelona, Spain

- Key engagement: Senior UX Designer, HP eCommerce (contract) migrated 20+ B2B page templates from a legacy design system to the updated global standard, unifying B2B and B2C look and feel for the first time.
- Additional: brand identity and UX work for independent clients across SaaS, Industrial Engineering, Healthcare.

Jun 2015 – Aug 2020

**Industrial Design Consultant** – Helder innovation + development, Almere, the Netherlands

Grew from hands-on product designer to client lead, managing briefs, budgets, and relationships independently across a portfolio spanning medical devices, industrial equipment, EV charging, and consumer products.

- Delivered projects for Philips, Alfen, Mastervolt, Micronic, Basil, and Etna across hardware, interface, and design language work
- Defined design language systems for Excentr and Micronic still applied to new products today

## EDUCATION

2012 – 2015

### **MSc, Industrial Design & Styling**

University of Twente, Enschede, the Netherlands

2008 – 2012

### **BSc, Industrial Design Engineering**

University of Twente, Enschede, the Netherlands

## SKILLS

Design strategy  
UX design  
Industrial design  
Design thinking  
UX research  
Agile / SAFe  
Project management

## SOFTWARE

Figma  
Miro  
TheyDo  
HeyMarvin  
Adobe CC  
Jira/ Confluence  
HTML/CSS

## AI

Claude  
ChatGPT  
Midjourney  
Weave  
Vizcom

## LANGUAGES

Dutch	<i>Native</i>
German	<i>Bilingual</i>
English	<i>Fluent</i>
Spanish	<i>Conversational</i>