

DENNIS MARTINA

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SUMMARY

10+ years designing products across physical and digital domains. Currently leading UX strategy at HP across AI-powered digital customer support. 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.

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>