

Martin Natanael Martinez

Web Designer & Front-end Developer · UX/UI

La Plata, Buenos Aires, Argentina · Remote, or hybrid in Buenos Aires

hello@martinmartinez.dev · portfolio.martinmartinez.dev · linkedin.com/in/martin-natanael

PROFILE

Web designer and front-end developer with 5 years working remotely for US companies in real estate and healthcare. I design and build websites end to end — from information architecture and mockups to front-end build, QA and launch. Currently lead website designer at Archy, where I've launched 40+ sites and work directly with clients from kickoff to launch. Studied Visual Communication Design at UNLP. A background in design QA (accessibility, responsive, brand consistency) and 9 years in sales give me a strong client and user focus.

EXPERIENCE

Lead Website Designer — Archy

Mar 2025 – present · Remote · US healthcare clients

- Lead the design and development of websites for US dental practices: 40+ sites launched.
- Take each site from structure and mockups to front-end build (HTML, CSS, JavaScript) and launch.
- Work directly with clients throughout each project, from kickoff to launch.
- Mobile-first, responsive interfaces that carry each practice's brand consistently.

Creative Studio Web Designer — Luxury Presence

Aug 2024 – May 2025 · Remote · US luxury real estate

- Designed and built custom web experiences for top luxury real estate clients, aligned with each client's brand.
- Full mobile-first homepage redesign for Kumara Wilcoxon: visual hierarchy, featured listings and clear calls to action.
- Worked with creative and technical teams to ship sites with high standards of design, usability and functionality.

Internal Quality Analyst — Luxury Presence

Nov 2022 – Jan 2025 · Remote

- Audited websites against quality and brand guidelines: visual consistency, responsive behavior across 6 breakpoints, accessibility (AA contrast, focus states), forms and technical SEO.
- Flagged design and usability issues, proposed fixes and helped improve the team's build process.
- Supported the team lead in training the team and reporting updates to management.

Website Builder — Luxury Presence

Jan 2022 – Dec 2022 · Remote

- Built responsive websites for US real estate agents and teams with WordPress, HTML, CSS and Sass, based on each client's requirements.
- Implemented revisions, tested front-end functionality and fixed bugs on live sites.

Freelance Web Designer & Developer — martinmartinez.dev

Oct 2021 – present · Remote

- Design, development and maintenance of websites for professionals, real estate firms and small businesses.
- Gewin (real estate developer): design implemented in Astro with WordPress as a headless CMS, sections the client's team edits without code, and hosting.
- My own bilingual portfolio (EN/ES), designed and built end to end in Astro with GSAP.

Front-end Developer — MOB-WEB

Oct 2021 – Dec 2021 · Freelance, remote · New York, US

- Built the company website with HTML5, CSS and JavaScript as part of the team.

Sales Advisor — Mireaux

Jun 2013 – Mar 2022 · La Plata

- Customer service and personalized advice: understanding customer needs, communication and a focus on results.

SELECTED PROJECTS

- **Kumara Wilcoxon** — Luxury real estate · Creative Studio Web Designer, Luxury Presence · kumarawilcoxon.com
- **Gewin** — Real estate development · Front-end Developer, Freelance · gewin.com.ar

Video walkthroughs and details at portfolio.martinmartinez.dev

SKILLS

UX/UI design: Web and mobile interfaces, information architecture, user flows, wireframes, mockups, prototyping, responsive / mobile-first design, accessibility (WCAG).

Brand & visual design: Visual identity, brand consistency across digital channels, visual hierarchy, typography.

Design tools: Figma, Adobe Creative Cloud (Photoshop, Illustrator, After Effects, Premiere Pro, Lightroom).

Development: HTML5, CSS3, Sass, JavaScript, Astro, GSAP, WordPress (incl. headless), Framer, Duda, technical SEO.

QA: Visual and functional QA, accessibility review, cross-device and cross-breakpoint testing.

AI tools: Figma AI / Figma Make, Claude, ChatGPT, Midjourney, Adobe Firefly.

EDUCATION

Visual Communication Design
UNLP — Universidad Nacional de La Plata

Web Development
Coderhouse · 2021 · Final grade: 10

LANGUAGES

English — C2 · EF SET

Spanish — native