

Martin Ortiz

Frontend Developer · UI/UX

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EDUCATION

Universidad Autónoma de Baja California, Ensenada, Mexico

June 2026

B.Eng. in Software Engineering and Emerging Technologies

SKILLS

Frontend: Next.js, React, TypeScript, Swift, SwiftUI

Backend and Data: Supabase, PostgreSQL, REST APIs, C#, .NET, Entity Framework Core

UI/UX Design: Figma, design systems, prototyping, UX research, usability testing, Nielsen heuristics

Tools: Git, Vercel, RevenueCat

Languages: Spanish (native), English (professional working proficiency)

PROJECTS

Content Studio, content automation web app

Personal project

- Built a web app to create, edit, preview, and schedule carousel posts for TikTok, Instagram, and YouTube Shorts, with PNG and ZIP export
- Developed a visual slide editor in Next.js 14 for composing and previewing each post
- Configured scheduled jobs with Supabase Cron and deployed the app to production on Vercel

Technologies: Next.js 14, Supabase, PostgreSQL, Vercel

Pumped: Lift & Share Workouts, iOS fitness app

App Store | pumped.martinog.tech

- Shipped an iOS workout app end to end, from product and UI design to development and App Store release
- Implemented freemium monetization with monthly, yearly, and lifetime plans using RevenueCat
- Designed the Pumped landing page in Figma and built it with Next.js and TypeScript

Technologies: Swift, SwiftUI, RevenueCat, Next.js, TypeScript, Figma

EXPERIENCE

UI/UX Designer and Developer, Tech4Good Lab, Ensenada, Mexico

Oct 2024 – June 2025

- Redesigned about 30 screens of a mental health app for college students by applying Nielsen heuristics
- Published the redesign results as first author at the international conference CHIRA 2025
- Built and documented a design system of 12+ components, unifying typography, color, and interactions
- Designed interactive prototypes and navigation flows in Figma to validate features before development
- Contributed to usability testing with about 10 students to identify accessibility issues
- Implemented backend features with .NET and Entity Framework Core following Clean Architecture

Technologies: Figma, .NET, C#, Entity Framework Core, Clean Architecture

PUBLICATIONS AND ACTIVITIES

Ortiz Gerardo, M., et al. (2025). *Using Nielsen's Heuristics for Redesigning an App for Supporting Mental Health of College Students*. CHIRA 2025

Organizing Staff, NASA Space Apps Challenge 2025, participant communication and coordination

Oct 2025