



# Taly Martins

## Principal UX Designer & Product Strategist

Principal UX Designer, Product Strategist, and SaaS Co-Founder with 12+ years helping organizations turn customer needs, business goals, and complex requirements into products people actually want to use. Experienced leading discovery, stakeholder alignment, product strategy, and AI-powered initiatives across healthcare, SaaS, startups, and enterprise platforms.

Email  
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Website  
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Phone  
469.343.8844

Location  
Whitesboro, Texas

### Socials

Dribbble  
@tmelo

LinkedIn  
Taly Martins

### Languages

English  
Native

Portuguese  
Native

Spanish  
Professional working

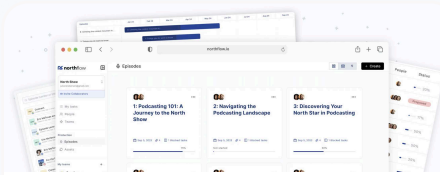
### My top tools

Figma

Claude Design Claude Code

Fullstory

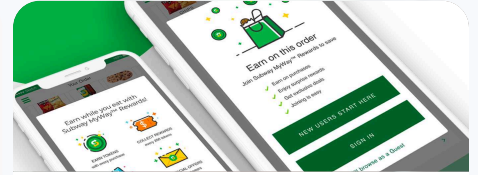
## Selected projects



### Northflow Podcast Management

Led product strategy and roadmap for a podcast workflow platform, conducting 100+ hours of customer discovery, defining requirements, prioritizing features, and partnering directly with developers from concept through launch.

[Northflow.io](#)



### Subway App

Redesigned critical ordering flows, helping improve customer experience and increase App Store ratings from 1★ to 4.5★.

[View this design](#)

## Experience

Co-Founder & Product Owner May 2024 - Present  
**Northflow** Remote  
Co-founded a SaaS platform for podcast teams, leading customer discovery, product strategy, feature definition, prototyping, roadmap decisions, and collaboration with developers.

Principal UX Designer & Strategist Apr 9, 2024 - Present  
**Optum** Remote  
Led discovery and UX strategy for enterprise healthcare initiatives, aligning stakeholders and customer needs to drive product direction across B2B and AI initiatives.

Senior UX Designer Mar 15, 2021- Acquired by Optum  
**Change Healthcare** Remote  
Designed complex healthcare experiences, including B2B workflows and early AI Marketplace initiatives, while helping teams define requirements, map user flows, and prototype better solutions.

Senior UX Designer Oct 2020 - Mar 2021  
**Amwell** Remote  
Supported virtual care product experiences by translating healthcare needs into clear, accessible, and usable digital workflows.

Senior UX Designer Jan 2018 - July 2020  
**Agilitee** Remote  
Delivered customer-facing products that improved engagement, usability, and business outcomes. Designed and prototyped customer-facing digital products while partnering with product and engineering teams on delivery.

## Skills

Design tools and technology evolve fast. I stay ahead by building with them daily, especially AI.



AI-Enhanced Design

UX Strategy & Research

Design Systems

Prototyping & Testing

Product Design

## Recommendations

Taly is a skilled team member with expertise in complex systems, user flows, and wireframes. Proactive and detail-oriented, she independently handles feature design with efficiency. A delightful collaborator, I would gladly work with her again.  
— Missy Roode, UX Manager @ Optum

What sets Taly apart is her ability to think holistically. She doesn't just design interfaces—she designs journeys, with an acute awareness of user flows, intent, and the purpose behind every touchpoint. Her work is consistently a level above, rivaling what you'd expect from top-tier UX agencies, and she elevates every project she touches. — Talya Lev - VP, Digital Strategy @ Optum