

MARTHA BEATRIZ FERNÁNDEZ GARCÍA

SENIOR PRODUCT DESIGNER · INTERACTION DESIGN · DESIGN SYSTEMS GOVERNANCE · ACCESSIBILITY

 marthitaglam@gmail.com  33 1511 9171  Guadalajara Jalisco, México

 marthitaglam.com  <https://www.linkedin.com/in/marthafernandez/>

Senior Product & Interaction Designer with 18 years of experience across enterprise applications, B2B payments, financial dashboards, and e-commerce, including work at Oracle, Paystand, and Walmart eCommerce. I connect user research with business goals to simplify complex workflows and create intuitive, scalable product experiences.

Most recently at Oracle, I contributed to the Redwood Design System, defining interaction patterns, component behaviors, accessibility guidance, and UX guidelines for enterprise products. My Redwood components are in production across 10 Oracle Fusion product lines (HCM, SCM, CX, ERP, EPM and others), totaling 8,500+ live instances. My experience spans discovery, prototyping, and usability testing, alongside design systems that support consistency across products and teams. With a foundation in front-end development, I bridge design and engineering to balance user needs, business priorities, and technical feasibility.

Expertise: Design Systems · Interaction Design · Product Design · Enterprise UX · Accessibility · Component & Pattern Design · Prototyping · Figma · Design-Engineering Collaboration.

EXPERIENCE

Senior Interaction Designer - Redwood Design System

 Oracle

 Aug 19, 2019 – Sep 14, 2026

As part of Oracle's Redwood Design System team, I designed and evolved reusable components, interaction patterns, and page templates for enterprise products, including messaging, navigation, drawers, input controls, and complex create and edit workflows. I created UX guidelines, usage recommendations, interaction specifications, and design system documentation to help product teams apply components consistently and give engineering teams clear guidance for implementation.

- **Message Banner:** Led the design evolution of Redwood's second most-used component, now live in 3,821 production instances across 10 Oracle Fusion product lines (including HCM, SCM, CX), growing 2% quarter over quarter; defining component behavior and authoring UX guidelines, usage recommendations, and interaction specifications.
- **Progress messaging:** Established Redwood's foundational Progress Messages guide, defining a unified approach to progress feedback across banners, toasts, and dialogs.
- **Advanced Create and Edit Page Template:** Owned the design from concept through specification, translating complex enterprise requirements into reusable structures and configuration options for create and edit workflows.
- **Drawer Containers:** defined popup, layout and bottom drawer interactions (1,800+ combined production instances), including responsive behavior, integration with page template elements, and coordination between the page and multiple drawers.
- **Expandable Panel:** Owned the design of the expandable panel solution for the Canvas Page Template, defining visual requirements, supported content types, and usage guidelines.
- **Navigation List:** Created visual assets and design guidance defining the elements and configurations needed for consistent vertical navigation across enterprise products.

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EXPERIENCE

Senior Product designer

 Paystand

 May 2018 – Jul 2019

I designed new features and dashboard improvements for a B2B payments platform, translating user needs and business requirements into intuitive workflows. I also initiated and developed a design system to establish a cohesive visual identity, standardize reusable components, and support consistency as the platform evolved.

- Designed the Payer Portal from discovery to launch, giving B2B payers self-serve visibility into processed, pending and scheduled payments, extending the product's reach to non-PayStand businesses.
- Owned end-to-end UI/UX for new dashboard functionality as sole product designer, partnering directly with engineering.
- Designed the full interaction and design system to surface consistency and usability problems, I create a reusable Sketch symbol library, cutting design production time and inconsistency across the payments dashboard.

Senior UX/UI Designer & Developer

 Sawyer Effect

 Jul 2016 – Jul 2018

As a Senior UX/UI Designer at Sawyer Effect, I worked across multiple client projects, designing digital products and e-commerce experiences from discovery and concept development through interaction design, prototyping, user testing, and implementation.

- Led the Henri Bendel Influencer Collection personalization app end-to-end (stakeholder interviews, personas, sketching, UI design, InVision prototyping, usability testing): a drag-and-drop tool letting shoppers customize totes from 120+ accessories across desktop and mobile. Shipped June 2018; the feature boosted sales and increased average time on site by 20%.
- Designed and built sawyereffect.com and sites for Bronx Documentary Center, Itera Academy and The Slowteria NYC (HTML5, LESS/SASS, Bootstrap, AngularJS).
- Contributed to UFW (United Farm Workers) app features supporting labor-rights assessment for US farm workers.

Senior UX/UI Designer & Developer

 Walmart eCommerce México

 Jun 2015 – Jul 2016

- Designed and refined UX/UI experiences for Walmart eCommerce Mexico, including Product Detail Pages (PDPs), designing unique product experience, and promotional content.
- Collaborated with the Rich Content team on wine and electronics experiences, making product information clearer and easier to explore while aligning customer needs with commercial priorities.

UX/UI Designer & Developer

 Mobiz.mx

 Jun 2014 – Jun 2015

- Designed the end-to-end e-commerce experience for Mobiz.mx, continuously evaluating and refining the purchase flow to simplify shopping, reduce friction, and highlight key product features.

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EXPERIENCE

Product Designer

🏢 VanillaSys

📅 Dec 2013 – Jun 2014

- Worked across multiple projects at VanillaSys as a UI Designer and Front-End Developer, connecting user-centered design with implementation.
- Design and prototype in the Wiserhealth project where I worked on the visual implementation using CCS3 and HTML5.
- Designed the concept and interaction flows of Hive, a project and task planning tool.

UI Designer

🏢 Simetrical

📅 Mar 2013 – Nov 2013

- Designed a financial indicators dashboard for the automotive sector (Nissan). UX, interaction and visual concept.
- Designed the Eating for Life companion app for New York Times bestselling author Bill Phillips, translating his book's approach into an intuitive experience with recipe categories, meal planning, and grocery lists. The app launched on the App Store and was well received by his coaching community.

UI Designer, Front-End & Infographics 🏢 Informador.com 📅 Jan 2008 – Mar 2013

- Co-designed and developed informador.com.mx, one of Jalisco's highest-traffic news sites (UX, UI, wireframes, HTML/CSS).
- Delivered 9 multimedia-content workshops for journalists across Latin America (2009–2011) at Centro de Formación en Periodismo Digital.

DESIGN SYSTEMS & PRODUCT SKILLS

- Design systems: component architecture, atomic design, design tokens, Interaction and behavior definition, documentation, governance and adoption.
- Interaction & product design: user flows, wireframing, high-fidelity UI, interactive prototyping, usability testing, responsive/mobile-first design.
- Research: stakeholder interviews, user interviews, personas, competitive benchmarking, User journey mapping, Product strategic and Roadmap
- Front-end fluency: HTML5, CSS3, JavaScript/jQuery, enough to pair closely with engineering on implementation
- Accessibility: working knowledge of WCAG principles

TOOLS

- Figma, Figma make, Claude Design, Codex, Sketch, Adobe CC, Webflow, Git/GitHub

EDUCATION

- 📖 Bachelor's Degree in Design and Visual Communication - UNIVER 2006-2009
- 📖 Diploma, Web Development - Digitrain, 2010
- 📖 Workshop, Foundations of Usability & UX - Usaria, 2013
- 📖 Design Sprint Masterclass, AJ&Smart 2020

LANGUAGES

Spanish (native) · English B2 (professional working proficiency)

UX CASE STUDY

PORTAFOLIO

I TURN COMPLEX WORKFLOWS INTO CLEAR, USABLE EXPERIENCE

INDEX

01 / Redwood Messaging

Leading the design of banners, toasts and progress feedback, supported by reusable guidance.

02 / Advanced Create and Edit

A reusable page template for complex objects, section navigation, related tasks and error recovery.

03 / Henri Bendel

Personalizing bags with more than 120 accessories.

04 / Eating for Life

Connecting recipes, meal planning and grocery shopping.

Redwood Messaging

Designing Consistent Feedback For Complex Enterprise Workflows.

01 / PROJECT OVERVIEW

At Oracle, I was the lead designer for a family of Redwood messaging components: Message Banner, Progress Banner, Acknowledgment Toast and Progress Toast. I researched and developed their final component behavior, define patterns, interactions and design usage guidelines. The work reached production across Oracle interfaces.

02 / PROBLEM STATEMENT

Enterprise workflows need to communicate errors, confirmations and ongoing work without taking over the task. Long or stacked messages can compete with page content, while brief notifications may not provide enough time or detail to act.

The challenge

Define the usage of each component for the right message, when to use each pattern, how it behaves and what users can do next. The work also addressed consistency between banner implementations and the coexistence with other components and the space messages occupy.

▲ Primary message text

Lorem Ipsum is simply dummy text of the printing industry. Lorem Ipsum is simply dummy text of the typesetting industry.

[Learn more](#) [View details](#)

Exporting data The export will automatically download when complete.

[View process](#) [Cancel](#)

○ Preparing order

1 of 5 steps

[Cancel](#)

✔ Security conditions copied

The security conditions were copied from the Systems Information Developer role.

[Learn more](#) [View details](#)

Exporting data The export will automatically download when complete.

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03 / RESEARCH AND INSIGHTS

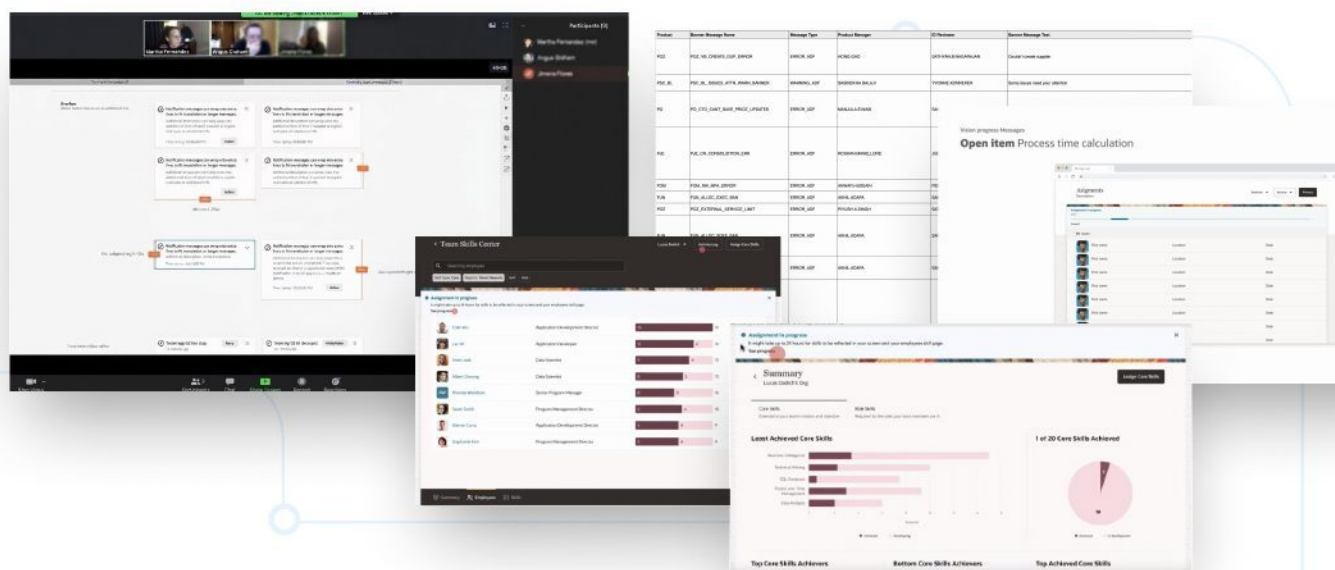
I started by exploring the needs and goals of messaging patterns, gathering stakeholder requests and defining acceptance criteria. I reviewed enterprise scenarios, usability and accessibility to understand how messages should support users throughout a task.

Keep the message appropriate

A brief confirmation and an error that needs action have different requirements. I used purpose, context and persistence to frame the choice of component.

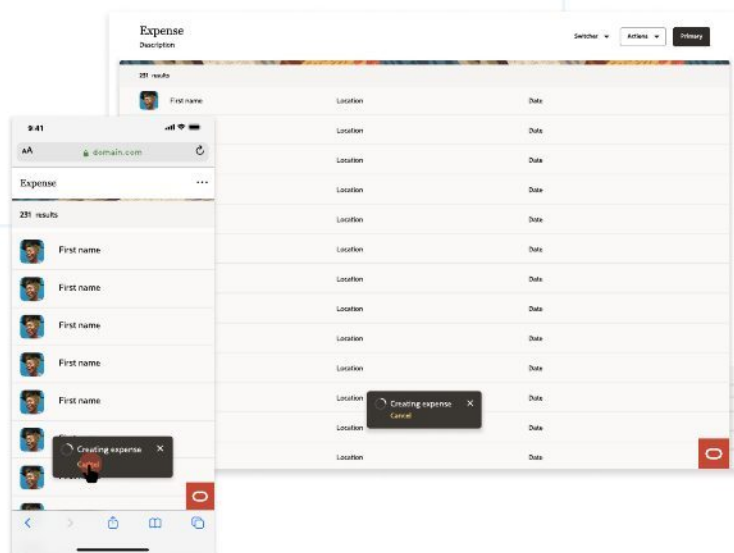
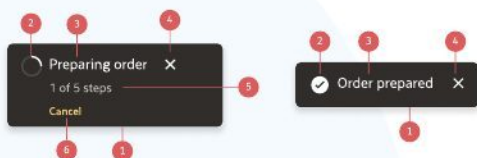
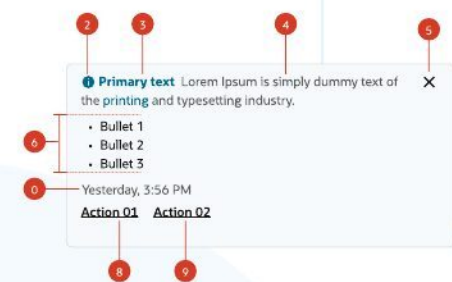
Help users recover

Errors need context and relevant next steps. The banner explorations considered message-specific actions because different issues can require different responses.



04 / PROCESS

I explored component layouts and behavior, then reviewed proposals with the design community, stakeholders, implementation teams and accessibility specialists. I documented the resulting states, usage rules and interaction details.



05 / SOLUTION

Four components cover contextual messages, brief acknowledgments and ongoing processes. Shared guidance helps product teams choose and apply them consistently.

Primary message text

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply dummy text of the printing and typesetting industry.

[Learn more](#) [View details](#)



Message Banner

Keeps information, warnings or errors visible in context. It supports details and relevant actions when users need more than a brief notification.

Exporting data The export will automatically download when complete.

[Learn more](#)

[View details](#)

Progress Banner

Keeps users informed during longer processes. Progress indicators and outcome states show whether the task is running, completed or needs attention.

3 files uploaded



Acknowledgment Toast

Confirms that an action completed successfully. It provides brief, noncritical feedback and dismisses automatically without requiring a response.

Preparing order

1 of 5 steps

[Cancel](#)



Progress Toast

Shows an action while it is still running and updates when it finishes. Where supported, users can dismiss the toast or cancel the task through separate controls.

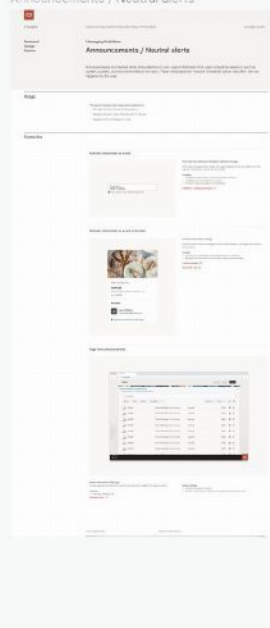
Messaging Guidelines + Progress Guidelines

Messaging guidance explains component selection and how messages work together. Progress guidance adds duration, blocking and non-blocking behavior, transaction context and outcomes. I documented these decisions so teams could apply them across workflows.

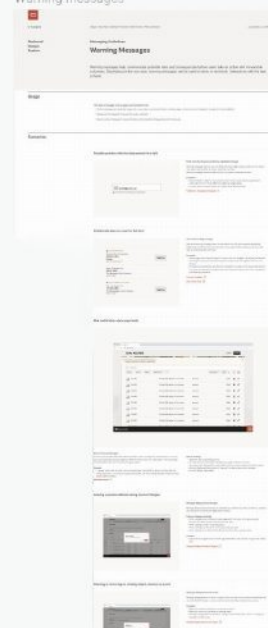
UX Guidelines



Announcements / Neutral alerts



Warning messages



05 / IMPACT

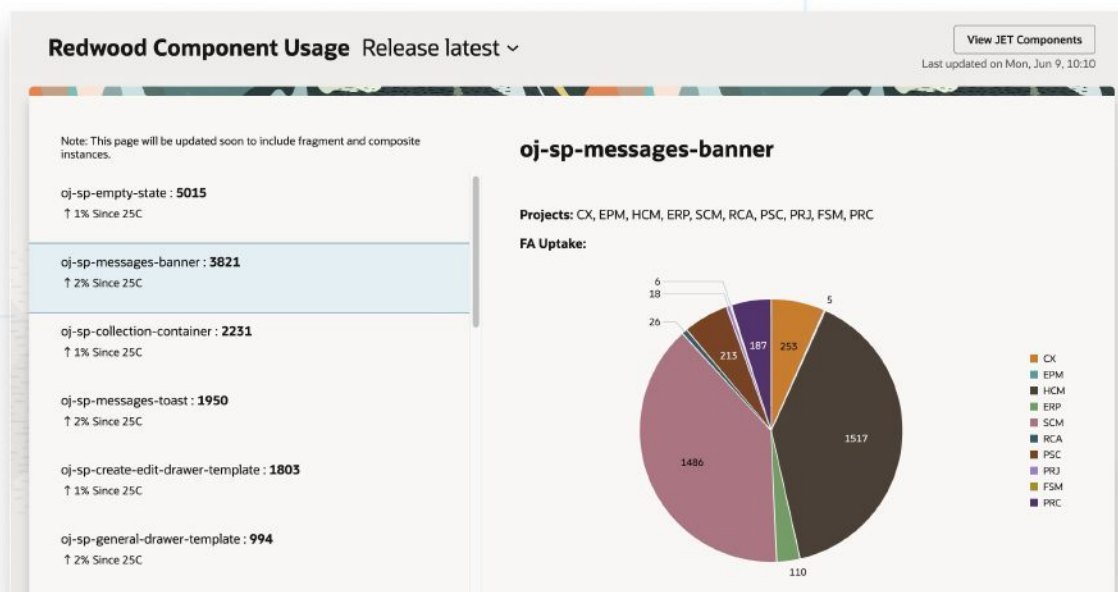
The messaging work reached production. The internal Redwood component tracker provides a view of how frequently components are used across Oracle interfaces.

Message Banner

Second in the component ranking shown in the internal tracker. HCM and SCM account for the largest counts in the displayed breakdown; CX is also represented.

Acknowledgments Toast

The Acknowledgment Toast ranked as the fourth most-used component across Oracle products, with approximately 1,950 instances.



An instance is one use of a component in an Oracle interface. The internal tracking snapshot shows adoption across product teams. It does not count unique users.

Advanced Create And Edit Page Template

01 / PROJECT OVERVIEW

I led the design of a reusable page template for creating and editing complex business objects. The project brought together information hierarchy, navigation, related tasks and error handling. I owned the work from the initial concept through specification, and the template reached production.

02 / PROBLEM STATEMENT

Business specialists work with objects that contain many attributes and related records. They need to move between sections, add supporting information and resolve errors without losing the main task.

A single long form or a fixed sequence does not fit every workflow.

The challenge

Scenario analysis, stakeholder feedback, usability review, layout exploration, interaction design and documentation.

03 / RESEARCH AND INSIGHTS

I reviewed existing enterprise scenarios, including Accounts Payable invoices, Supply Chain Product Hub and HR workflows. I compared how each organized essential information, sections and related records. Stakeholder feedback and usability review informed the work.

Keep the object in context

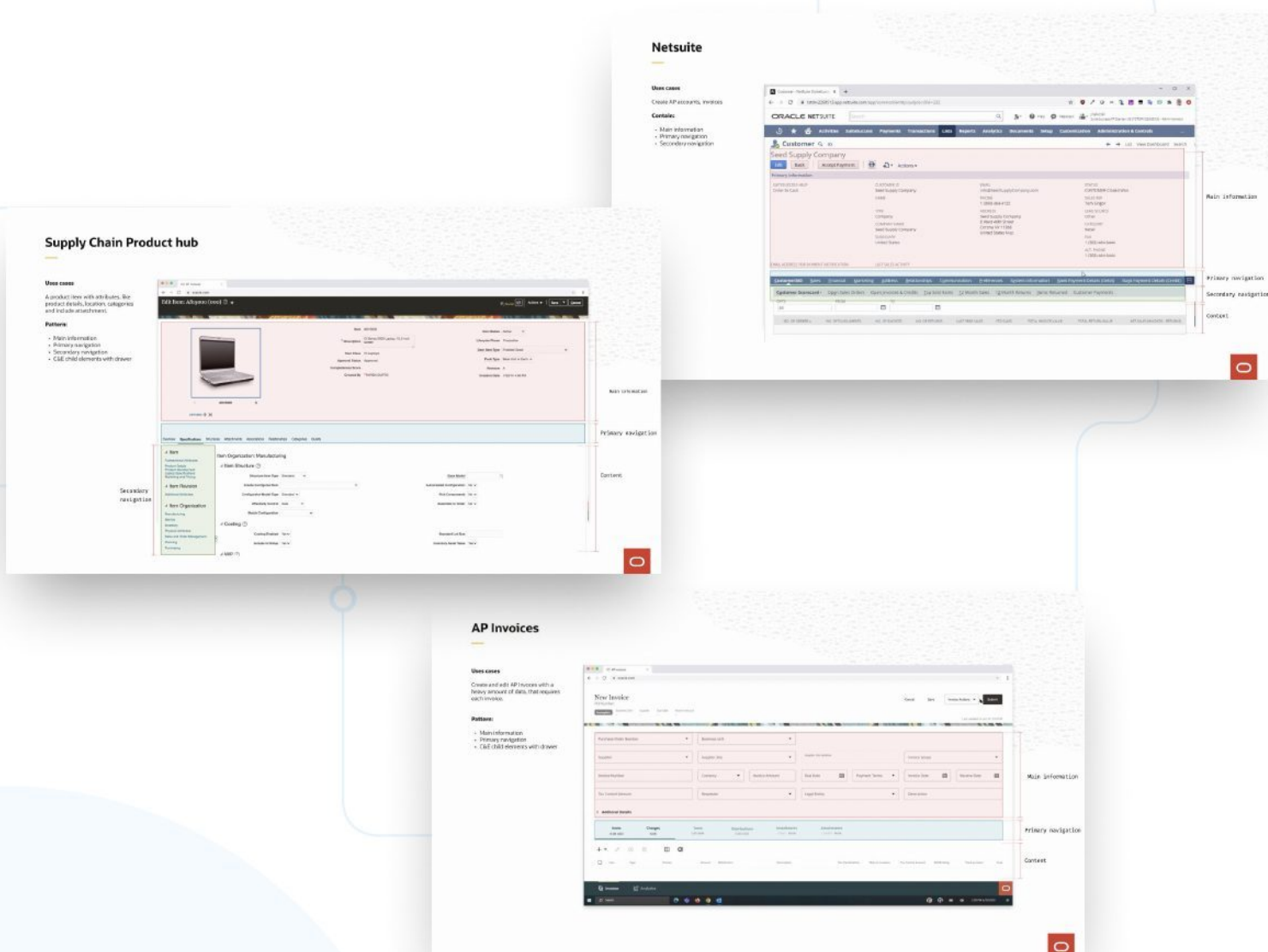
The analysis separated the information that defines the object from the details in each section. This gave the page a clear hierarchy while allowing users to move through a large amount of data.

Match navigation to the content

Some tasks fit a simple form, others require navigation across grouped content or a long page. I explored these structures instead of treating every create-and-edit task as the same form.

Support related tasks and recovery

The scenarios also needed ways to create child records and locate errors outside the visible section. These became part of the template behavior, not separate screens added at the end.



Reference analysis of Supply Chain Product Hub, ERP AP Invoices and Netsuite, where I define patterns and identifying main information, primary and secondary navigation, and content.

04 / PROCESS

I mapped the information hierarchy and explored simple, linear and complex create-and-edit patterns. From there, I developed configurations for the page header, main information, navigation and detailed content, then reviewed the work with stakeholders.

Decision 1 / Use the right navigation

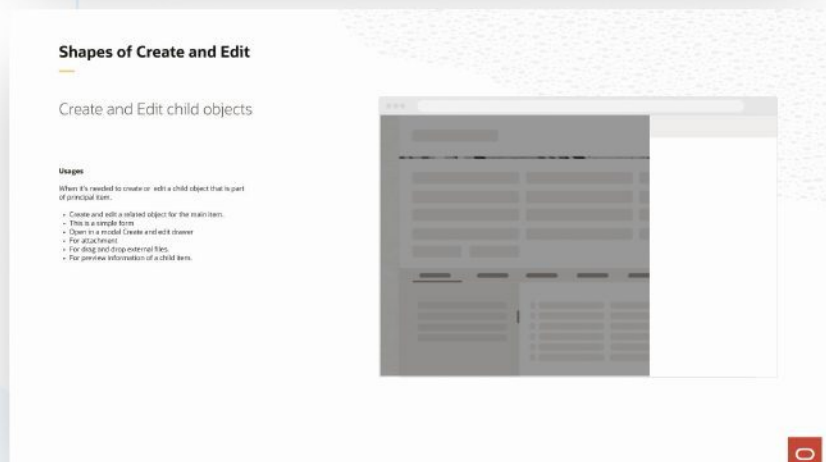
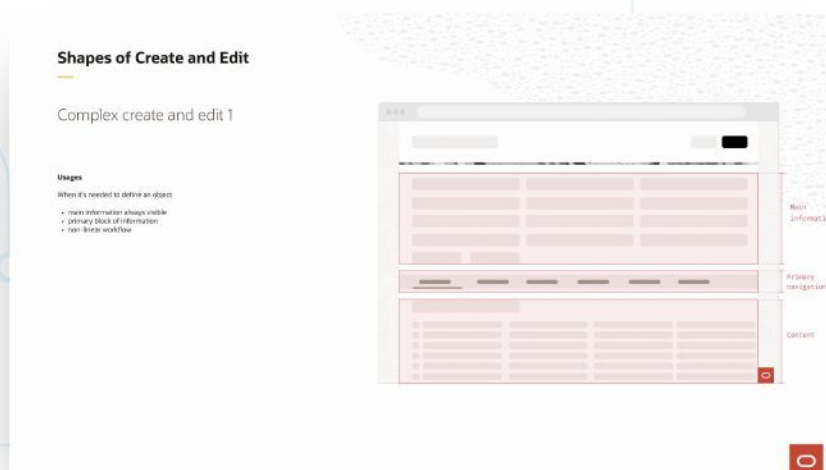
The Advanced template supports tabs for related content, a Vertical Anchor Navigator for long sectioned forms, or forms and collections without navigation. A strictly sequential task belongs in a guided process instead.

Decision 2 / Keep related work connected

Create-and-edit drawers support secondary tasks, such as adding a row, editing a related item or attaching a file, without requiring users to leave the main process.

Decision 3 / Define behavior beyond the desktop layout

The specifications cover responsive and scrolling behavior. Accessibility notes define page-title reading order, heading roles and keyboard focus expectations alongside the component-level guidance.



Early Advanced Create and Edit exploration: progressive disclosure and navigation across multiple levels of information.

05 / SOLUTION

Four components cover contextual messages, brief acknowledgments and ongoing processes. Shared guidance helps product teams choose and apply them consistently.

Specialized page template

Define a used for business process page template that facilitates navigation and managing large data information for create and edit products.

Flexible structure

Advanced Create and Edit adapts to the structure of the information, making large amounts of data and related attributes easier to navigate. Configurable information levels support the needs of different business workflows.

Make errors findable

The error model connects page-level feedback, field messages and indicators for sections that are not currently visible. Users can understand what needs attention and where to find it before submitting.

The screenshot shows a web browser window with the URL 'oracle.com'. The page title is 'New Customer'. The form is titled 'New Customer' and has buttons for 'Cancel', 'Save', 'Actions', and 'Submit'. The form is divided into two main sections: 'Customer Information' and 'Customer 360'. The 'Customer Information' section contains fields for Customer ID, Email, Status, Fax, Type, Phone, Sales Rep, Alternate Phone, Company Name, Address, Lead Source, Firm, and Category. The 'Customer 360' section contains tabs for Sales, Financial, Marketing, Address, Relationships, and Communications, and fields for Industry, Annual Revenue, Number of Employees, Quantification, Estimated Budget, and Buying Reason. Red callout numbers 1, 2, and 3 point to specific areas of the form.

1. Customer ID: Seed Supply Company

2. Customer 360: Sales, Financial, Marketing, Address, Relationships, Communications

3. Quantification: Estimated Budget: 10000

06 / IMPACT

The template reached production. I delivered a reusable structure and specifications covering usage, anatomy, messages, accessibility, responsive layouts and scrolling. This gave product teams a common reference for complex create-and-edit experiences.

My contribution

I connected the structure of the data with the behavior of the page: how users navigate, handle related records and recover from errors. That work extended the template beyond its visual layout.

Henri Bendel

Helping Shoppers Create A Bag That Reflects Their Style

01 / PROJECT OVERVIEW

Henri Bendel wanted shoppers to personalize bags from its Influencer Collection with more than 120 accessories. Working with Sawyer Effect, I led the design of the personalization app experience for desktop and mobile. It launched in June 2018.

My role

Stakeholder interviews, benchmark research, persona creation, sketching, UI design and interactive prototypes prepared for user testing.

02 / PROBLEM STATEMENT

The challenge was to make a large selection of accessories easy to explore without losing sight of the bag being personalized.

Shoppers needed to browse options, understand how accessories looked together, and keep track of their selections and total price. The experience also needed to work across desktop and touch devices while maintaining Henri Bendel's visual identity.

HENRI BENDEL 1895

HENRI BENDEL 1895 HENRI BENDEL 1895 HENRI BENDEL 1895

HENRI BENDEL 1895 HENRI BENDEL 1895

03 / RESEARCH AND INSIGHTS

I started with stakeholder interviews and benchmark research to understand the brand's goals and explore how the personalization experience could work. I also created a persona to represent the intended audience: young, fashion-conscious shoppers who were active on social media and interested in expressing their personal style.

The discovery work and project requirements shaped three design priorities:

Keep the creation visible.

The bag preview needed to remain central to the experience so shoppers could see their choices in context while exploring accessories.

Make a large selection easier to navigate.

With more than 120 accessories available, clear categories were important for helping shoppers browse different types of customization.

Connect creativity with purchase decisions.

The experience needed to show both the personalized bag and the selected items and total price, helping shoppers understand what they were adding as they built their creation.



04 / PROCESS



I began with sketches to explore the relationship between accessory navigation, the bag preview, and the selection summary. These explorations helped translate the project requirements into a layout that supported browsing and customization together.

I then developed the visual design and interactive prototypes, exploring drag-and-drop interactions, persistent previews, and ways to save or share a creation. Desktop and mobile layouts addressed how these elements could fit different screen sizes.

The prototypes were prepared for user testing. The available project documentation does not include test findings or the changes made after validation.

04 / SOLUTION

The design brought accessory browsing, customization, and purchase information into one experience.

01/ Browse by category

Accessories were organized into categories, giving shoppers a way to explore the collection without viewing every option at once.

02/ Preview the personalized bag

A prominent preview showed the bag with its selected accessories, keeping the shopper's creation at the center of the interface.

03/ Customize through direct interaction

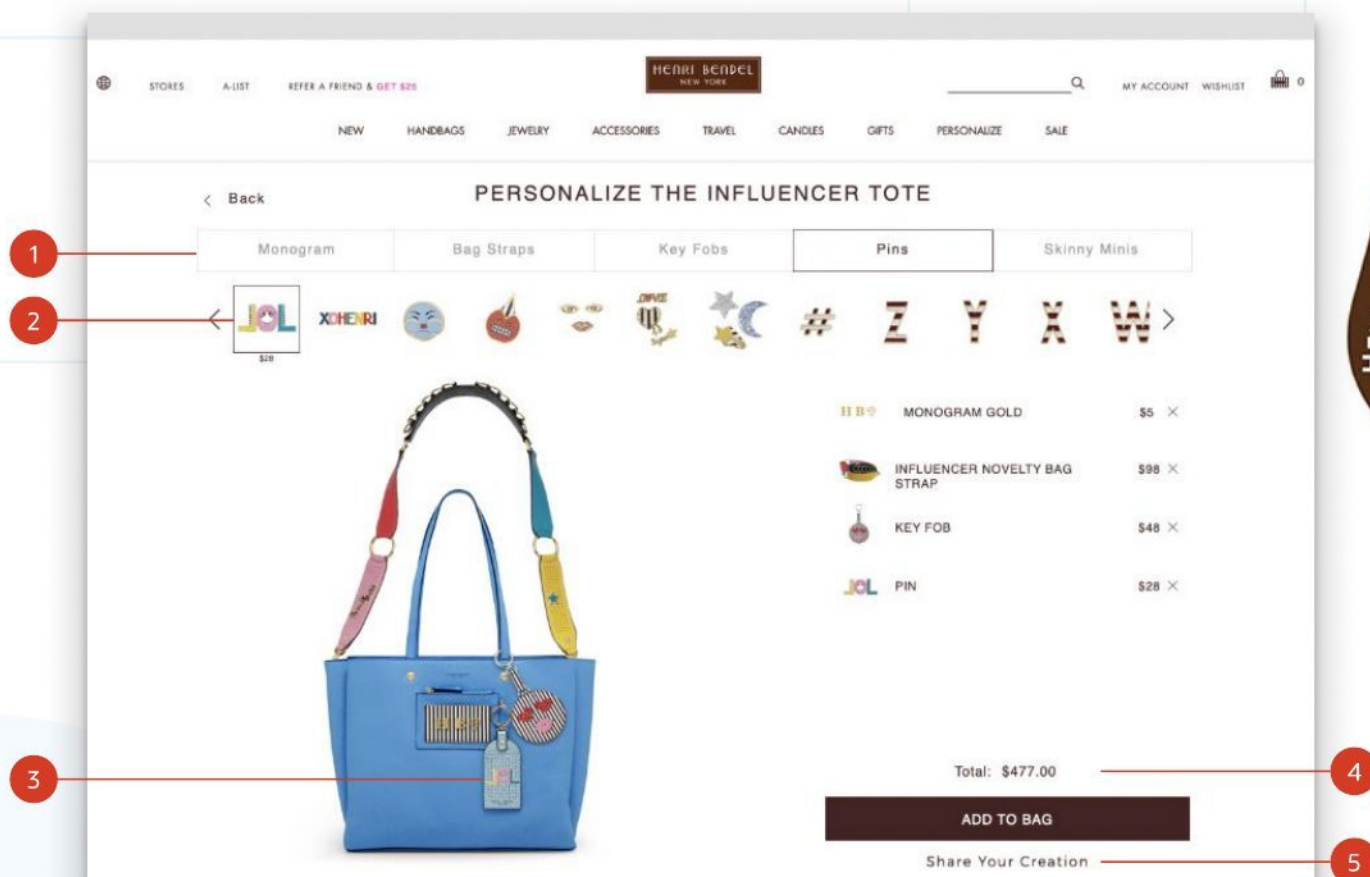
The desktop design included drag-and-drop interaction for adding accessories to the bag. Mobile layouts adapted the browsing and preview areas for a smaller screen.

04/ Keep selections and pricing clear

A summary displayed the added items and total price, connecting the visual creation with the products selected for purchase.

05/ Share the creation

The interface included an option to share the personalized design, supporting the project's focus on self-expression and social engagement.



05 / IMPACT

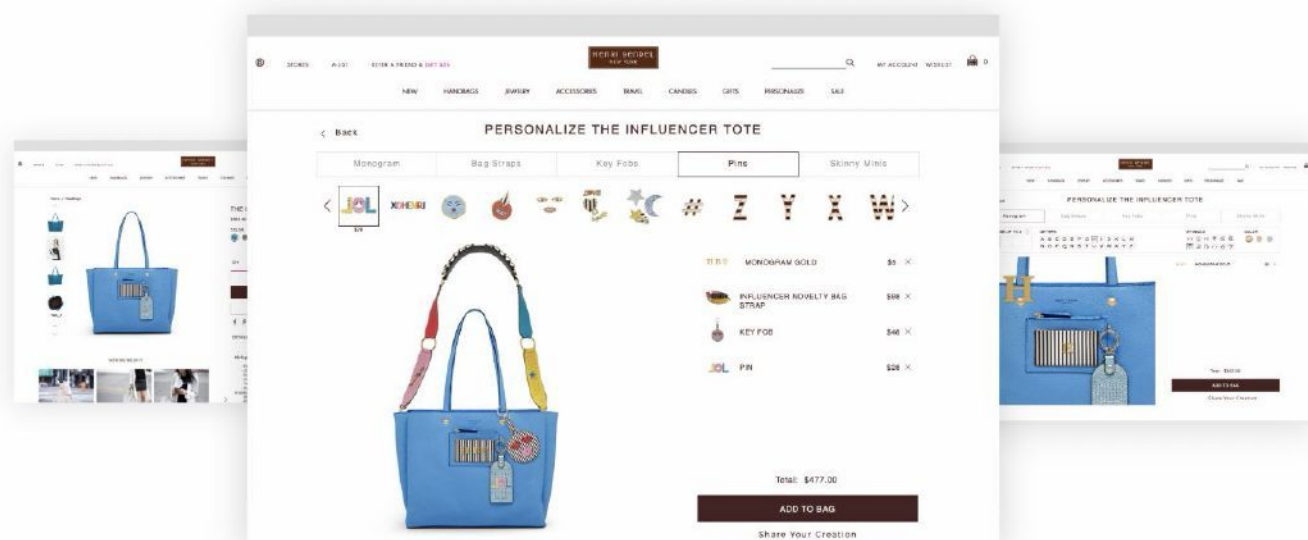
The personalization experience launched in June 2018, bringing the concept into a live shopping experience.

20% / Reported increase in average time on site

An internal report shared after launch reported a 20% increase in average time on site. This was an engagement result reported by the team.

My contribution

I translated the brand goal into a shopping flow that connected browsing, visual customization and purchase information. The design work covered desktop and mobile, from early sketches through interactive prototypes.



Eating For Life

From A Recipe Book To Everyday Meal Planning

01 / PROJECT OVERVIEW

In 2013, while working with Simetrical, I was invited to design the Eating for Life companion app based on Bill Phillips' book.

The goal was to help readers use the book's content in their daily routines by bringing recipes, cooking instructions, weekly meal planning, and grocery lists into one mobile experience.

My role

Focused on understanding the content, defining the information architecture, and designing the app's navigation and interface.

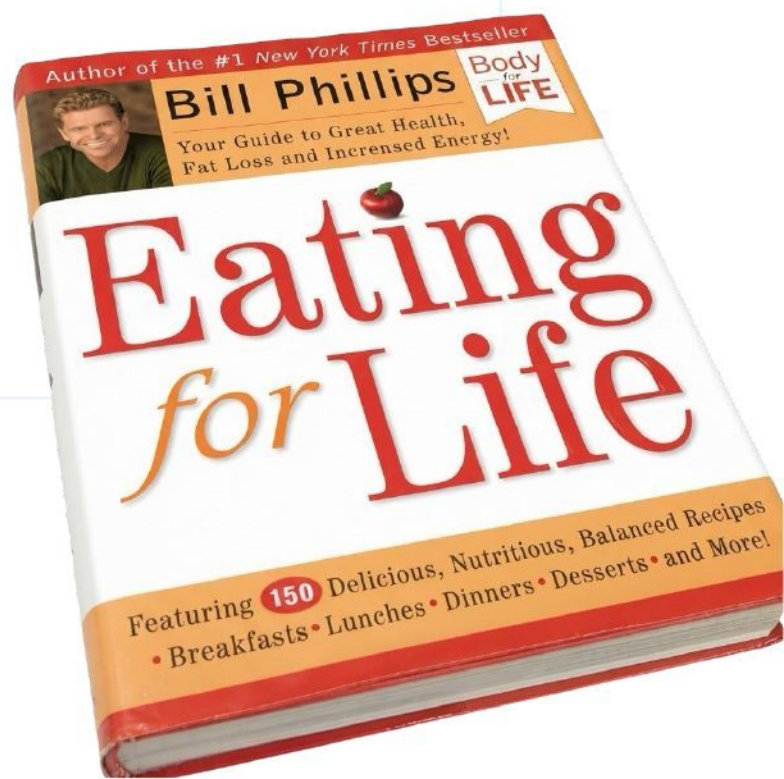
Content review, information architecture, navigation and interface design.

02 / PROBLEM STATEMENT

The recipes and instructions already existed in the book.

The challenge was to organize that content for mobile and connect it with actions that would help users plan their meals.

Users needed to browse recipes, review ingredients and preparation steps, add meals to a weekly plan, and find the groceries needed to prepare them. The experience had to connect these tasks in a clear, manageable flow.



03 / RESEARCH AND INSIGHTS

I started by reviewing the book to understand its structure, recipe categories, and content. This helped me identify how the information could translate into screens and where users would need to take action.

The content review shaped three design priorities:

Use familiar categories to support browsing.

The book's meal categories provided a starting point for organizing recipes and helping users find options for different moments of the day.

Connect recipes directly to planning.

Adding a recipe to the meal plan needed to be part of the recipe experience, allowing users to move from finding a meal to deciding when to prepare it.

Connect planning with grocery shopping.

The grocery list extended the experience beyond browsing, helping users identify the ingredients needed for their selected meals.



04 / PROCESS

I used the book's structure as the foundation for the information architecture, organizing the experience around five areas: navigation, categories, recipe details, meal planning, and the grocery list.

I then mapped the connections between these areas and designed the mobile screens. A key decision was to include an "Add to plan" action within each recipe, connecting recipe discovery with the weekly meal plan.



04 / SOLUTION

The app brought the book's recipes and practical planning tools into one connected experience.

Browse recipes by category

Visual categories helped users explore recipes by meal type, including breakfast, lunch, dinner, and desserts.

Follow recipe instructions

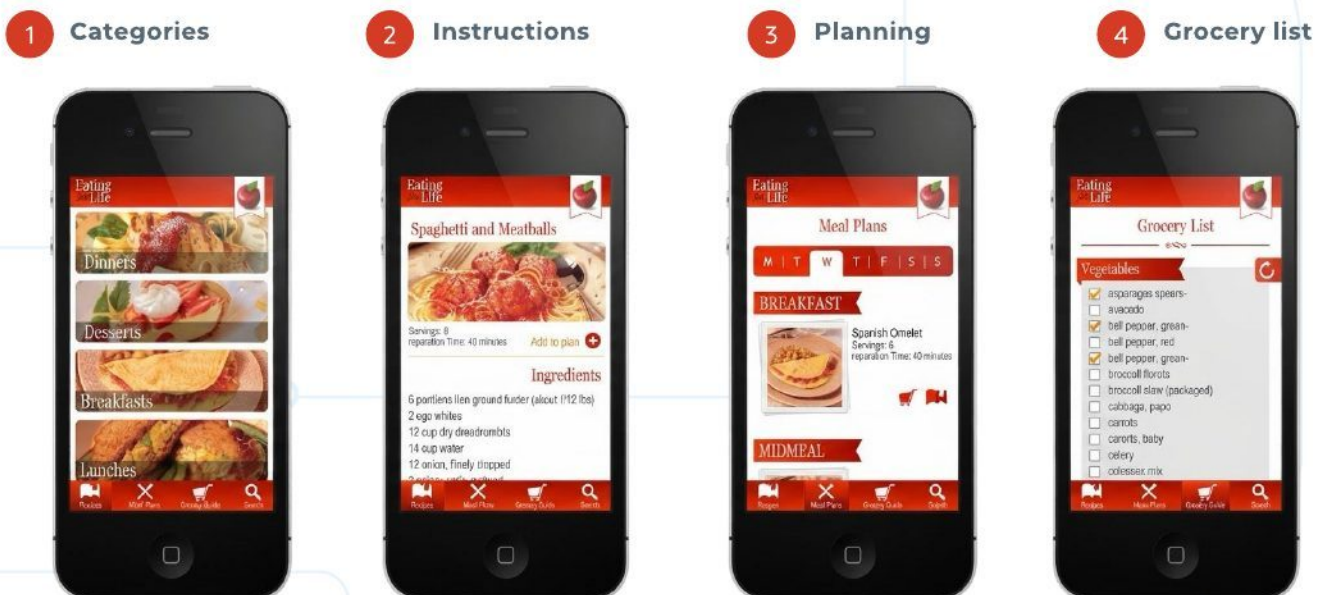
Recipe pages combined food photography, ingredients, and preparation instructions, with an option to add the recipe to the meal plan.

Build a weekly meal plan

Users could organize recipes by day and meal, creating a plan they could review and adjust throughout the week.

Prepare a grocery list

The grocery list brought the ingredients needed for planned meals into a checklist to support shopping.

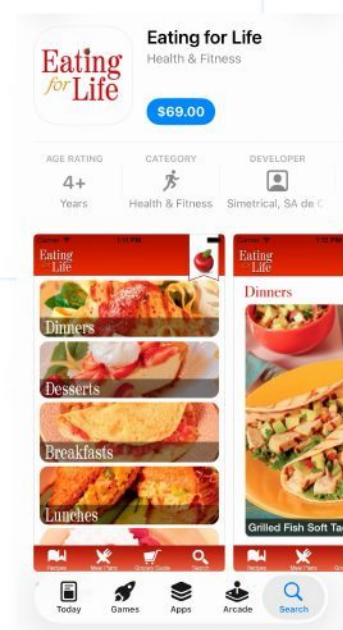


05 / IMPACT

The app was released on the App Store. The project presentation includes an App Store listing and a launch announcement shared by Bill Phillips' Transformation account.

The presentation also records positive client feedback and reports that the app was recommended to participants in the program. These are qualitative outcomes; the available material does not establish adoption, retention, or improvements in users' meal-planning habits.

The project shows how I translated existing editorial content into a mobile experience that connected browsing, planning, and shopping.



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GRACIAS!