



**Tory
Martin**

Product Builder

SUMMARY

Product builder who owns the full arc — strategy, design, and shipped frontend code. 12+ years building admin and back-office software across K-12, healthcare, energy, and state & local government, including absence-management and district HR tools. I turn ambiguous problems into cohesive products that ship.

SKILLS & TOOLS

PRODUCT

Strategy · Roadmapping ·
Discovery · PRDs & Specs ·
User Research

DESIGN

UI/UX · Design Systems ·
Figma · Storybook ·
Prototyping

ENGINEERING

React · Vue · TypeScript ·
HTML/CSS · Git

CONTACT

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EXPERIENCE

Senior Product Designer

Jun 2022 – Present

Loyal Health — enterprise healthcare platform.

Grew from design-systems lead to end-to-end product owner — PM, design, and frontend.

- Led **Loyal Agent** end-to-end as PM, designer, and developer — owning product strategy, specs, UI, and shipped frontend code.
- Designed and built a full redesign of **Search & Scheduling**, including LLM-powered natural-language care search that helps patients find and book care faster.
- Grew the internal design system from raw components to a cohesive, company-wide system (**+150% adoption**).
- Partnered with the digital front door product and sales teams to revamp GTM strategy and sharpen customer targeting.
- Mentored junior designers, building a collaborative design and product culture.

Senior Product Designer

Mar 2021 – May 2022

Sapient — commercial energy reduction & sustainability.

- Led discovery and initial design for an energy-reduction platform that presented usage simply and used AI to surface reduction opportunities — saving customers thousands per month.

Senior Product Designer

Aug 2020 – Mar 2021

OpenGov — leading ERP platform for local & state government.

- Lead designer for online permitting & licensing across web and native mobile apps, while leading the Capital design system.
- Shipped remote-inspection features and a mobile inspections app enabling inspections over poor connectivity during COVID.
- Advocated to leadership for higher-impact design initiatives.

Senior UI/UX Designer

Aug 2014 – Aug 2020

Frontline Education — K-12 school administration platform (unicorn startup).

- Built enterprise K-12 back-office products, including the **Absence Management** platform and its mobile app.
- Oversaw development of the internal design system, Lunchbox.
- Revamped data import to handle 10M+ rows/day, letting customers self-serve imports in minutes instead of days.