

Nickolay Martinez

UI/UX Designer, Product Designer

✉ Nickolay.martinezd@gmail.com in Nickolay Martinez 🌐 NickolayMD 📁 Portfolio

Profile

UI/UX Designer and Product Designer with experience leading end-to-end design processes, from research and wireframing to high-fidelity prototypes and developer handoff. Strong expertise in Figma, design systems, and user-centered design, with a background collaborating closely with engineers to deliver scalable, accessible digital experiences.

Experience

AI data annotator

Bogotá, CO

Micro1

Jan 2026 – Present

- Evaluated AI models for image and video generation based on prompt accuracy and output quality.
- Assessed model performance against task requirements, providing structured feedback to improve results.
- Conducted quality assurance on datasets and model responses, identifying errors and providing actionable feedback for improvement.
- Collaborated with cross-functional teams to ensure consistency in data labeling, evaluation standards, and training quality.

UX Designer

Bogotá, CO

Wikimedia Colombia

Dic 2024 – May 2025 /

Oct 2025 - Dic 2025

- Led end-to-end UI/UX design processes, translating user research and stakeholder requirements into wireframes, high-fidelity Figma designs, and interactive prototypes.
- Performed complete user research, interviews and workshops with stake holders
- Conducted multiple QA testings and beta testings with experts and potential users
- Automated the extraction and processing of datasets from Wiki-data using SQL and local integration to C# in Unity

Junior UI/UX Designer

Bogotá, CO

Cepheus Games

Nov 2022 – May 2024

- Designed user interfaces for web platforms from wireframes to final visuals
- Conducted user research to inform design decisions and improve usability
- Developed product identity through design systems and visual consistency
- Participated in QA processes to validate the quality and functionality of interfaces

Projects

Interactive Memorial 6402+ (2025)

[Web Page](#) [Data Viz](#)

- Designed and developed an interactive digital memorial centered on the "false positives" case in Colombia, leveraging Wikidata as the primary data source to build a meaningful, data-driven user experience.
- Tools Used: C#, SQL, Unity

G-66 Web Videogame (2024)

[Case Study](#) [Game](#)

- Designed complex user flows, interaction systems, and reusable UI components, applying UX principles transferable to product and SaaS environments.
- Tools Used: C#, Unity, Figma

Lumbus: Mix-reality educational videogame (2024)

[Case Study](#) [Game](#)

- Designed and developed an educational AR game in a 3-day sprint, combining rapid research, design, and prototyping to explore animal rights through an interactive experience based on urban pigeon studies.

- Tools Used: C#, Unity, Figma

Education

Universidad Jorge Tadeo Lozano

August 2021 – May 2025

Interaction Design

- **Coursework:** UX Research bases, UI Design, User-centered design, Case Study creation, Videogame design

Technologies

Languages: C#, SQL, Python

Technologies: Unity Engine, Figma, Wordpress, Adobe Suite, .NET, Microsoft SQL Server

Design & Prototyping: Figma (Auto Layout, Components, Variants, Prototyping, Design Systems, Dev Mode), User Flows, Wireframing, High-Fidelity UI, Accessibility-aware design (WCAG basics)