MARTIN GLOECKLE DESIGN MANAGER & PRODUCT DESIGNER

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SUMMARY

Hands-on design leader with 10+ years building products across early-stage startups and mature platforms, including 5+ years leading teams.

I care deeply about great user experiences, strong design culture, and delivering real product value. Equally comfortable driving strategy and diving into the pixels.

EXPERIENCE

Senior Design Manager, Buffer ▪ Remote ▪ 3/2022 – 6/2025

Leading 4 product designers and 1 marketing designer, overseeing all design work.

Established design processes, principles, rituals, and career framework, resulting in improved UX maturity, innovation, collaboration and design output.

Driving key projects including AI integration, design system development, and brand and product refresh, resulting in a more intuitive, modern user experience and improved design velocity, quality, and developer collaboration.

Head of Design, Glimmer ▪ San Francisco/Remote ▪ 11/2017 – 3/2022

Sole designer and co-product manager for creative marketplace used by global brands (Airbnb, Instagram, Starbucks). Drove product refresh, design system, and ongoing feature improvements, raising usability, engagement and user acquisition.

Director of UX, Insightly ▪ San Francisco ▪ 9/2015 – 11/2017

Hands-on design plus management of 1 designer for complex CRM used by 1M+ users. Ongoing process improvements and mentorship, leading to increased design quality and product innovation.

Senior Experience Designer, Moment Design ▪ New York City ▪ 4/2013 – 9/2015

Designed mobile and web products at consultancy for top-tier clients including AmEx, JPMorgan, and NFL. Worked on complex transactional systems and apps, often fully embedded as UX lead in client teams. (Acquired by Verizon in 2018)

Other earlier experiences ▪ Germany/USA/China

Industrial designer - Including employee #3 at design-oriented office supplies startup Poppin. Drove product development from concept to manufacturing, shaping brand and ecommerce presence, managing Shanghai sourcing office.

Software Engineer, Engineering Manager, Director of Technology - Architected and implemented software systems, led engineering teams.

EDUCATION

Master of Industrial Design ▪ Pratt Institute, New York

Certificate in Business Administration ▪ UC Berkeley Extension, San Francisco

Bachelor of Computer Science ▪ Karlsruhe University of Applied Sciences, Germany

PORTFOLIO

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Excellent references available on request