
Dru Martin

DRUMARTIN@ME.COM | WWW.BEHANCE.NET/DRUMARTIN | (352) 283-2887

Executive Summary:

I evolve clinically proven concepts into digital experiences that scale, not just across markets, but across lives. With Lace AI Pro, I helped transform auditory training from an afterthought into the standard of care in over 1,000 Audiology clinics. The message? Hearing isn't just about the ears, it's about the brain.

I design systems end-to-end, from concept to execution, at speed. Systems that align teams, drive desired customer behavior, and capitalize on market opportunities. In regulated healthcare environments where complexity is common, I design clear and compelling experiences throughout the customer lifecycle, from onboarding to adoption to expansion--with measurable impact.

My diverse expertise spans outcome-driven print, marketing, UI/UX, and front-end engineering. In my free time I explore my passion for music and visual arts.

Technology should elevate people. That's the work.

Core Abilities:

Healthcare & Regulated Industries

- AI-powered healthcare platforms and digital therapeutics
- End-to-end product leadership in FDA-regulated environments
- Revenue-aligned design and standard-of-care positioning

AI & Intelligent Systems

- Personalization engines and adaptive AI experiences
- Marketing automation platform design

Product & Platform Leadership

- 0→1 product development and platform modernization
- Delivering UX at speed and scale

Growth & Behavioral Systems

- Behavioral design systems and retention architecture

Leadership & Organizational Impact

- Cross-functional team leadership and executive alignment

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Experience:

Director of Product Design & Design Lead

NEUROTONE AI (LACE AI PRO & TINNITUS PRO) | APRIL 2024 - PRESENT
Healthcare SaaS / FDA Class II Medical Device

Led end-to-end design and strategy across product, provider enablement, and commercialization.

- Facilitated the reposition of auditory training as “physical therapy for the brain,” driving adoption across **1,000+ clinics in under one year**.
- Designed patient engagement systems contributing to **38% average patient compliance** (vs <30% Physical Therapy baseline).
- Helped top clinic partners reach **61% patient compliance in under 6 months** through behavior-driven frameworks.
- Led **0→1 evolution** from legacy LACE to AI-powered Lace AI Pro platform design in **<6 months**, go to market in **<1 year**.
- Led **0→1 product** sister app, Tinnitus Pro, tinnitus therapy platform design in **<4 months**, go to market in **<6 months**.
- Established a streamlined, iterative and collaborative process across product, clinical, engineering, marketing, and executive teams — incorporating weekly reviews, co-design sessions, and async collaboration to drive clarity and execution at scale.
- Designed a strategic and scalable messaging system with system and doctor messaging to elevate standard of care and drive engagement..
- Built structured provider conversation frameworks that reduced hearing aid abandonment risk and increased patient training compliance, driving measurable improvements in engagement and long-term clinical outcomes.
- Led product design initiatives recognized with **Hearing Technology Innovator Awards (2024, 2025)**, validating market differentiation and innovation leadership within digital therapeutics.
- Collaboration with product teams to develop lean MVPs that minimize cost while maximizing learning and business outcomes.

Tools: Figma, Adobe Suite, Linear, Canva, Chat GPT, Claude

Manager, Product Design

CONSTANT CONTACT | OCT 2021 – APR 2024

- Led and developed a 5-person product design team supporting robust, industry leading, SaaS marketing automation platforms.
- Directed end-to-end UX strategy across roadmap initiatives aligning product, engineering, and business objectives.
- Facilitated iterative co-design, weekly reviews, and async collaboration that accelerated delivery and improved execution quality.

- Influenced product direction through user research, experimentation, and cross-functional partnership.
- Strengthened design operations in a combined team setting post-acquisition and scaled design practices at an organizational level.

Head of UX

SHARPSRING, INC. | NOV 2014 - OCT 2021

- Principal designer and manager on a 4-person UX product design team in lean/agile environment.
- Directed end-to-end robust product design across marketing automation platform features that directly competed, and in most cases won, against Hubspot.
- Established story mapping, user testing, and structured design review processes.
- Championed a unified design system linking visual components to coded equivalents, improving scalability and development efficiency.
- Launched cross-functional design rituals to strengthen marketing–product alignment.

Tools: Figma, Zeplin, Jira, Monday.com, Hotjar, Pendo, Storybook

UX Consultant - Freelance

FYLLO COMPLIANCE CLOUD | 2021

- Conducted comprehensive UX audit of a B2B compliance platform operating in the highly regulated cannabis industry.
- Delivered structured UX component inventory and gap analysis to improve usability, scalability, and regulatory clarity.
- Designed scalable design system components to support product refinement in a compliance-sensitive environment.
- Partnered with product and engineering teams to operationalize UX improvements within strict regulatory constraints.

Tools: Figma, Jira

Web Developer - UI/UX Expert

UF COLLEGE OF EDUCATION | JULY 2012 - NOV 2014

- Designed and developed 0→1 product, a web-based platform supporting primary school educators in peer collaboration and skill sharing.
- Delivered UX strategy and front-end development in an academic innovation environment.

Tools: Moqups, Sketch, Adobe CS Suite, PHP Storm, Sublime Text, HTML, SASS, CSS, JS, PHP

Additional career experience available upon request.

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Education:

Bachelor of Fine Arts - 1997
MILLERSVILLE UNIVERSITY, MILLERSVILLE PA

References:

Shane Bouchard
Direct Report - SharpSpring, Inc.
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Josh Jordan
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Travis Whitton
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