

MARTIN TENOVSKI

Designer. Mentor. Founder.

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LINKS [LinkedIn](#) · [Portfolio](#) · [Bearacle](#)

PROFILE

Product Designer with 6+ years delivering web and mobile products across media, SaaS, and healthcare. Lead Designer for Rumble and former Head of Design at INSCALE — blending research, rapid prototyping, and design systems to ship elegant, accessible experiences at scale.

CEO & Co-Founder of Aequalitas Social and former Brainster instructor/mentor — guiding teams and students from discovery through delivery.

Founder of Bearacle, an indie software studio building mobile apps and web platforms — owning product strategy and design end-to-end, with AI-assisted workflows and contracted engineering.

TOP SKILLS

UX Design & Research
Product Strategy
Product Management
End-to-End Delivery
Project Management
Leadership

CERTIFICATIONS

Enterprise Design Thinking — Team Essentials for AI
UI / UX Design Specialization · CalArts (Nov 2022 — Aug 2023)
Figma Advanced Certificate

EDUCATION

California Institute of the Arts
UI / UX Design Specialization
Nov 2022 — Aug 2023
Brainster
SEO · Social Media Marketing · Front-End Development
Jun 2018 — Aug 2019

EXPERIENCE

Lead Designer · Rumble

May 2023 — Present

Previously Senior UX Designer · May 2023 — Nov 2024

Promoted to Lead Designer in Nov 2024 after joining as Senior UX Designer. Now leading product design across the Rumble Advertising Center alongside 50+ engineers — owning the long-term redesign while shipping incremental improvements every cycle.

- Set the design direction for advertiser tooling, dashboards, and reporting.
- Established the design system and review rituals across squads.
- Pair daily with PMs and engineers — strategy on Monday, pixels on Friday.

Case study → [Rumble Ads — Reimagined](#)

Founder & Product Engineer · Bearacle

Apr 2026 — Present

Indie software studio building mobile apps and full-stack web platforms — designed, engineered, and shipped end-to-end by one person.

- Own the full product lifecycle, from concept and user research to UX/UI design, development, and release.
- Handle UX/UI design personally, and coordinate contractors for development when needed.
- Integrate AI-assisted workflows (code generation, prototyping, content) to ship faster without cutting quality.
- Apply thorough code review and product thinking at every stage — enterprise standards, indie scale.

Case study → [Vibeshift — Employee Wellbeing](#)

CEO & Co-Founder · Aequalitas Social — Skopje

Oct 2023 — Present

Co-founded a social-impact venture — leading product, design, and operations alongside a small partner team.

Instructor & Mentor · Brainster — Skopje

Nov 2020 — Oct 2024

Instructor and mentor at the UX/UI Academy from Nov 2020, then expanded to the International Academy (English, EU-based) from Feb 2022. Helped aspiring designers build careers through feedback, mentorship, and hands-on craft — 350+ juniors mentored to date. Modules: tools (Figma, Adobe XD, Framer X, Invision Studio), production, analysis, freelancing workshop, case-study week.

Case study → [Mentorship @Brainster](#)

Head of Design · INSCALE — Skopje

Oct 2021 — Apr 2023

Led design on long-term engagements with pharma giants — internal and external projects, primarily Swedish and global market.

Case study → [Praktisk Medicin — 50 Years Old Product](#)

Chief Technology Officer · Atlas Solutions — Skopje

Jul 2020 — Jul 2021

Previously Art Director & UX/UI Lead · Jul 2020 — Jan 2021

Joined as Art Director & UX/UI Lead — owned art direction, whiteboarding, and led both designers and developers. Promoted to CTO in Jan 2021 to take on tech-team management, project planning, and product architecture.

UX/UI Designer · Upwork

Feb 2020 — Jul 2021

Delivered medium- to large-scale freelance projects — 56 projects shipped across 32 clients, mobile apps and websites.

Graphic Designer · Fiverr

Sept 2018 — Dec 2019

Where I started freelancing — primarily branding and graphic design.

TOOLS

DESIGN	Figma · Framer · Adobe XD · Illustrator · Photoshop
AI	Claude · ChatGPT · Cursor · v0 · GitHub Copilot
ORGANIZATION	Notion · Linear · Jira · Slack · FigJam · Loom

LANGUAGES

Macedonian	Native
English	C1
Serbian	B2
German	A1