Aaron Mendoza

Senior Product Designer

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PROFESSIONAL SUMMARY

With 13 years of experience specializing in human-centric design for enterprise applications. Skilled in driving innovation through collaborative approaches. Excited to bring expertise in design systems, usability testing, and Agile methodologies to contribute effectively to teams.

WORK HISTORY

Lead Product Designer Nov 2021 – Jan 2024
Biproxi Capital Network

- Created and implemented a design system ensuring consistency and scalability in the development process.
- Conducted user research, interviews, and usability testing to inform design decisions.
- Authentication sign-up, onboarding flows, and property detail pages.
- Agile project management to ensure timely project delivery.
- Developed React UI components and utilized Tailwind CSS.

Results:

- After the launch in December 2023, there was a surge in database expansion, with a 92% adoption rate. This connected over 540 companies, fostering crucial industry connections and creating valuable deal opportunities for stakeholders.

Lead Product Designer Feb 2021 – Nov 2021
Amazon

- Led stakeholder interviews and usability testing to enhance design decisions.
- Designed calculation builder, main dashboard and integrations for internal financial systems.
- Incorporated AWS design system for consistency across teams.
- Planned with project management and engineering to meet milestones.
- Assisted in React component development and CSS implementation.

Results:

- Amazon TPE 1.0 was successfully launched within 8 months and gained immediate global adoption. This streamlined transfer pricing processes, ensuring regulatory compliance worldwide.

Lead Product Designer Nov 2019 – Jun 2020
Compass Real Estate

- Collaborated with engineering stakeholders to design microservices enhancing application delivery.
- Designed Orion, Pipelines, Oncall, and implemented RBAC for engineering microservices.
- Developed custom iconography, branding, and design systems.
- Facilitated seamless collaboration between New York and Seattle engineering teams.

Results:

- Initial launch of Orion, Pipelines, and Oncall exponentially improved onboarding, collaboration and productivity among engineering teams by more than 70%.

Senior UI/UX Designer Sep 2017 – Nov 2019
Puppet Inc.

- Contributed to the establishment of a design system for automation software tools.
- Designed Continuous Delivery for Puppet Enterprise, utilizing machine learning for code impact analysis.

Lead Product Designer Jan 2016 – Sep 2017
Distelli (Acquired by Puppet Inc.)

- Revamped onboarding experiences, event timelines, and workflows for software deployment.
- Designed modern marketing materials and collateral.

Senior Designer Jan 2015 – Jan 2016
Formative

- Designed UI/UX for INRIX product presentations and Visual IQ redesign.

Creative Director Mar 2013 – Sep 2014
Simply Measured

- Led team management and developed a comprehensive design system.
- Established brand guidelines and directed marketing initiatives.

Senior Art Director Feb 2008 – Feb 2013
White Space Healthcare Marketing

- Led UI/UX design for healthcare institutions and managed print campaigns.

Freelance Senior Designer Nov 2007 – Present

- Spearheaded design initiatives for a diverse array of clients, including renowned brands such as AmazonFresh, Art Society Global, Tommy Bahama, Swiss Army apparel, Jag Jeans Co., and Indian Motorcycles.
- Crafted visually compelling websites and marketing materials tailored to client specifications, ensuring alignment with brand identity and market objectives.

SKILLS

- User Interface, User Experience
- User Research, Personas, User Flows
- Wireframing, Prototyping (low and high fidelity)
- Usability Testing, Information Architecture
- Design Systems, Interaction Design
- Visual Design, Responsive Design
- Mobile App Design, Branding
- Figma, React, HTML, CSS, Tailwind CSS
- Adobe Creative Suite, Sketch

EDUCATION AND ACCOMPLISHMENTS

- B.F.A. in Graphic Design and Painting, University of Texas at El Paso
- First Place UTEP Student Exhibition in Graphic Design
- Gold Addy Award for Green Guys Landscaping Stationery
- Silver Addy Awards for Boston Marathon and Tamping Grounds Coffee