

FRANCISCO MENDEZ

UX/UI Designer



CONTACT

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LINKS

PORTFOLIO

www.ciscodesign.com

LINKEDIN

www.linkedin.com/in/ciscomndez

SKILLS

HARD SKILLS

- Visual Design
- System Design
- Web Content Writing
- Web Development

TECHNIQUES

- UX Research
- Wireframing
- Usability Testing
- Content Strategy
- Storyboarding
- Search Engine Optimization (SEO)

TOOLS & SOFTWARE

- Figma
- Adobe AI/PS
- Webflow
- Grammarly
- HTML&CSS
- React
- Tailwind CSS

LANGUAGES:

- Spanish (Native)
- English (Conversational)
- Chinese (Beginner)

PROFILE

Experienced UX/UI Designer and Digital Product Specialist with a proven track record of 3 years in crafting intuitive digital experiences and executing seamless product development projects. Proficient in conducting user research, wireframing, and prototyping to deliver user-centric designs that marry functionality with aesthetics. Skilled in HTML/CSS and familiar with JavaScript, ensuring efficient and responsive digital solutions.

Notable accomplishment: Spearheaded the redesign of a major e-commerce platform resulting in a 30% increase in conversion rates and a 20% decrease in bounce rates through comprehensive UX/UI enhancements and optimized digital product layouts.

WORK EXPERIENCE

Freelance UI/UX Designer and Web Developer Sep 2023 - Present
Remote – Global

- As an independent professional in UI/UX design and web development, I collaborate closely with a variety of clients to create outstanding digital experiences and innovative web functionalities.
- Bring a unique combination of skills in interface design and web development, enabling the creation of comprehensive solutions that are not only aesthetically appealing but also highly functional and efficient.
- One of the main challenges as a freelancer was maintaining a balance between managing multiple projects and client attention, requiring solid time planning and effective communication to meet expectations and delivery deadlines.

UX/UI Designer Dec 2022 – May 2023
Dango Digital, Remote - Uruguay

- Actively participated in the design team, collaborating closely with colleagues to integrate copywriting strategies into user interfaces, resulting in a significant improvement in brand communication and a 30% increase in conversion rate.
- Analyzed user requirements and business needs to design intuitive and attractive interfaces for e-commerce sites on Shopify, working as a team to ensure effective and user-centered solutions.
- One of the challenges was to maintain a balance between creativity in design and the functionality required by clients, which involved finding innovative solutions that met both aspects and satisfied business needs.

UX/UI Designer

Feb 2022 – Nov 2023

Mekka Tech, Remote - Spain

- Played an integral role in the design team, taking responsibility for leading and executing web and mobile interface design projects for blockchain development and Web3 applications at Mekka Tech.
- In collaboration with the development team, contributed to the design of attractive and functional solutions, maintaining a balance between aesthetics and usability in an agile development environment.
- One of the challenges was efficiently managing time and resources as the sole designer on the team, requiring careful planning and prioritization to meet deadlines and maintain design quality.

UX/UI Designer

Nov 2021 - Feb 2022

Hyperchain X, Remote - Netherlands

- Responsible for managing timelines and activities related to the design area, determining dates and requirements for each product, ensuring timely delivery of projects.
- Worked closely with the development team coordinating tickets and facilitating the flow of feedback between both teams, as well as providing support in the layout area when necessary.
- Led the strategic redesign of the user experience for HyperchainX's NFT market, overcoming the challenge of balancing technical innovation with usability, resulting in a significant improvement in user engagement and transaction volume.

EDUCATION

Bachelor of Science in Systems Engineering.

Jan 2012 – Dec 2018

Universidad Nacional Experimental de las Fuerzas Armadas (UNEFA),
Venezuela

Google UX Design Professional Certificate.

Sep 2021 – March 2022

Coursera

ADDITIONAL TRAINING

Front-end Engineer Career Path

Jun 2022 – Dec 2022

Codecademy

Mastered essential front-end technologies including HTML, CSS, JavaScript, React, and Git/GitHub. Developed proficiency in web design, responsive design, and accessibility principles.