

# ERANDI MENDOZA PATINO

SR. UX/UI DESIGNER

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📍 Columbus, Ohio

🌐 [Portfolio](#)

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## SUMMARY

Senior UX Designer with 5+ years of experience across enterprise platforms and digital products, focused on simplifying complex systems. I combine strong UX strategy with hands on delivery, aligning business goals, user needs, and technical constraints to ship scalable, accessible, cross platform experiences. Known for partnering closely with Product, Engineering, and Stakeholders, translating ambiguity into clear flows, intuitive information architecture, and measurable usability improvements. Experienced working with highly technical teams, communicating design intent through clear documentation, actionable specs, and collaborative handoffs to ensure accurate, efficient implementation.

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## CORE SKILLS

- **Product thinking and outcome driven design:** OKRs, KPIs, impact focused UX.
- **End to end design:** discovery, definition, ideation, prototyping, validation, handoff.
- **Technical design for component based systems:** decomposing complex flows into reusable UI patterns and components to improve scalability and consistency.
- **React aware design:** experience designing with React component constraints in mind (props/states, variants, conditional rendering, responsive behavior) to enable smoother implementation.
- **Design to development alignment:** translating designs into developer ready requirements (component specs, interaction states, acceptance criteria) and iterating with engineers during build.
- **System thinking and UI architecture:** structuring screens as modular blocks (layouts and components) to support maintainability across large web applications.
- **Implementation oriented prototyping:** creating prototypes that reflect real UI logic (states, loading, errors, edge cases) to reduce ambiguity for technical teams.
- **Conversational UX & chatbot design:** designing multi channel conversational experiences, decision trees, self service workflows, and agent escalation paths across messaging platforms.

- **Design QA & delivery:** validating builds against design intent, documenting gaps, and partnering with engineers to resolve issues efficiently.
- **Research & insights:** interviews, usability testing, survey design, heuristic evaluations, journey mapping, service blueprints, and workflow/process optimization.
- **Advanced Figma workflow:** built and maintained component libraries (variants, auto layout, interactive components), created dev ready specs with consistent naming, and streamlined handoff through annotated prototypes and reusable templates.
  - **Information architecture and content design:** navigation models, taxonomy, labeling.
  - **Interaction design for complex enterprise systems:** roles, permissions, edge cases.
  - **Design systems:** component thinking, documentation, governance, contribution models.
  - **Accessibility and inclusive design:** WCAG minded design decisions.
  - **UX writing fundamentals:** microcopy, error states, empty states, onboarding.
  - **Prototyping and facilitation:** workshops, design sprints, stakeholder alignment.
  - **Data informed UX:** analytics, experimentation mindset, A/B test collaboration.
  - **Developer collaboration:** clear specs, responsive behavior, design QA, iterative delivery.

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## ESM SR. UX/UI DESIGNER — PEPSICO (2023–PRESENT)

- **Owned** the outcome driven redesign of **PepsiCo's ServiceNow Fulfillers platform** (mission critical enterprise workflows), aligning UX to measurable goals such as reduced training time, **increased task efficiency**, and **lower friction**.
- **Led end to end UX** (discovery - definition - ideation - prototyping - validation - handoff), translating ambiguous problems into clear flows, IA, and interaction models.
- Conducted workflow **process analysis** and service oriented **journey mapping** to identify bottlenecks, edge cases and role based needs in complex enterprise systems.
- Improved global intranet (myPepsiCo) navigation and findability through **research (card sorting)** and **taxonomy redesign** reducing click paths to high value information from 14+ to 6.
- Built and scaled a **Design System** with **reusable components, documentation**, and governance to **ensure consistency** and **scalability across teams and products**.
- Delivered technical, component based UX: decomposed complex flows into **modular UI patterns** designed with **React component** constraints in mind (variants, states, conditional logic, responsive behavior).
- Strengthened design to development alignment by producing developer ready specs, interaction and documentation, **user stories** plus **acceptance criteria** in **Azure DevOps**, collaborating closely with highly technical engineering teams.
- Ensured quality and inclusion through implementation minded **prototyping**, design QA during build, and **WCAG 2.1 AA accessibility standards** embedded into components across **ServiceNow** and intranet experiences.

## **SR. UX/UI DESIGNER — UNIMEX FINANCIERA (2022–2023)**

- Designed end to end conversational experiences across Facebook Messenger and SMS, creating tailored **conversation flows** that guided users to relevant information and support resources. Continuously refined user journeys based on behavioral data and performance metrics, reducing agent dependent interactions by 38% within the first three weeks after launch and improving service availability outside business hours.
- **Led end to end UX improvements** across key **customer journeys**, from **discovery and problem definition** to **prototyping, validation, and handoff**.
- Planned and **executed user research** (usability testing, heuristic reviews) and translated insights into prioritized UX/UI enhancements in close **collaboration with developers**.
- Drove outcome focused optimization by defining and tracking performance metrics for design changes, **connecting UX improvements to measurable product impact**.
- Developed and **ran A/B testing strategies** to **improve interface performance**, iterating designs based on experiment results and behavioral data.
- **Strengthened accessibility** and inclusive design practices by ensuring compliance and building accessibility considerations into UI patterns and content.
- Partnered with content creators on a unified content strategy (information structure, clarity, and consistency), **improving comprehension and engagement on high traffic pages**.
- Presented design concepts, research findings, and recommendations to senior stakeholders, securing buy in and maintaining alignment with business goals.

## **JR. UX/UI DESIGNER — CULTURATE (2022 - 2022)**

- Contributed to end to end product design for a mobile application, partnering with a design team from discovery through **prototyping and iteration**.
- **Conducted user research** (interviews, surveys) and synthesized findings into personas and key user needs, behavior insights to guide design decisions.
- Created **user flows** and **interactive prototypes in Figma**, iterating rapidly based on continuous feedback loops.
- Planned and supported **usability testing** to validate interactions and refine the experience before development.
- Collaborated on **visual identity and UI foundations** (color palette, typography, iconography) to ensure a cohesive, brand aligned interface.
- **Communicated design rationale** and decisions clearly to teammates and stakeholders, maintaining alignment on experience goals and priorities.

## PRODUCT DESIGNER — CHAMIZAL PARK (2021)

- Partnered with the State Government on a public space redesign initiative for Chamizal Park (Cd. Juárez, México), **improving functionality** and aesthetics across multiple park amenities.
  - **Designed and refined infrastructure elements** (benches, swings, workout areas, dog park) with a user centered, accessibility minded approach to support diverse visitor needs.
  - Contributed to the design of shared common areas (bike parking, campfire areas), ensuring **cohesive integration** with the park's overall layout, circulation, and theme.
  - Collaborated closely with the lead architect, civil engineers, and government stakeholders to align requirements, resolve constraints, and support successful execution.
  - Produced **detailed 3D models** and prototypes in SolidWorks and created high fidelity renders in KeyShot to communicate concepts clearly and accelerate approvals.
  - Supported decision making by presenting design options, trade offs, and visualizations that helped stakeholders validate direction and move forward with remodeling plans.
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## EDUCATION

### Master's Degree in User Experience Design

Universidad Internacional de la Rioja (UNIR).

2024 - 2025

### Bachelor's degree in Industrial Design

Universidad Autónoma de Ciudad Juárez (UACJ).

2016 - 2021

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## LANGUAGES

English - Fluent

Spanish - Native

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## CERTIFICATES

Learn HTML Course - Codecademy

Build a Website with HTML, CSS, and GitHub - Codecademy

Certified SAFe 6 Practitioner

UX Design Certification - Digital House Academy