



ALEJANDRO MENDOZA

Interaction Designer | UX/UI Analyst | Graphic & Web Designer | Full Stack Developer | Expert in designing digital interfaces for Contact Center software and self-management apps.

 I was born in Argentina.  I live in Italy.

Ahoy! I'm Ale_

I am a UX/UI designer. Despite my knowledge, training, and experience in multiple areas of design and programming, that is a topic I will address in another section. Let me now introduce myself from a different angle, where I share a much more personal vision of how I carry out my profession.

In this sense, I have a strong interest in understanding how things work. **Questioning, seeking, and applying critical thinking is in my nature.** The best approach to situations for me is to adopt a curious and self-taught attitude, always with an active listening approach. This is fundamental, because **I believe a skilled questioner is undoubtedly an exceptional listener**, someone who keeps an open mind and is willing to integrate the perspectives of those involved in each situation; a person who is capable of learning from others while also identifying when to contribute their own experiences.

My analytical and projection skills stand out in those situations. **My belief is that you can always improve a process** (not exclusively design, but any process) to make it more efficient and functional. By fostering collaborative work networks that sustain them, we can promote real improvements in the experiences we have with the things and environments around us.

To sum it up, if it comes to **devising and executing design solutions that merge creativity with functionality**, I am the one to team up with. Please feel free to continue reading if you would like to learn more about my professional and academic background.

Thanks for your time!

EXPERIENCIE

SENIOR UX / UI DESIGNER | XCELERATE, TWILIO FLEX SOLUTIONS

April 2022 - Present

Waterfield Technologies.

EE.UU.

Full time (Remote).

Interface and user experience designer for Xcelerate, a Twilio Flex-based Contact Center software. Expertise in:

- Visual interaction design, functional to the specific needs of the client
- Creation and implementation of graphic identity systems
- Flow design, wireframes, storyboards, sitemaps and prototyping
- Information architecture
- Definition of PMU (Minimum Usable Product)
- Contributing to the ideation process, generating action plans and resolution proposals
- Analysis of customer behavior processes and their environment
- Integration of Design Thinking principles with tools for creating intuitive products and services (Figma, FigJam, component libraries)

- Collaborative work with the Product Management, Customer Success and Engineering teams
- An incremental iterative approach - Testing and visual quality
- Work in an agile environment and agile methodology deliverables
- Assistance and mentoring for junior designers
- Mendable AI integration for SMS and webchat conversations (based on GPT model).

TUTOR IN “FULL-STACK WEB DEVELOPMENT”

October 2022 - May 2023

Numen Academy (UAA).

Buenos Aires, Argentina
Part time (Remote).

Teaching Assistant for intensive online course. Experience in:

- Provide assistance and follow-up to students and the professor
- Correction of practical activities (group of 40 students)
- Dictation of complementary classes: Git, SQL, and CSS Vars.

SENIOR UX / UI DESIGNER & PRODUCT OWNER

January 2021 - April 2022

Mi Claro Web-App
CLARO AMX.

Buenos Aires, Argentina
Full time (Remote).

▣ **Designer** of experiences and user interfaces for self-management web-app for customers from Argentina, Uruguay and Paraguay, with experience in:

- Competitor analysis
- User research and analysis
- Flowchart design - Wireframing & Prototyping
- Interactive-visual design
- Information architecture
- Definition of MUP (Minimum Usable Product)
- Graphic design team co-leadership
- Testing & visual quality
- A/B testing

▣ **Product Owner** of Mi Claro web-app, with experience in:

- Incremental iterative approach
- Definition of MVP (Minimum Viable Product)
- Defined Epics, User Stories, Acceptance Criteria, and Tasks
- Prioritized backlog - Functionality & features documentation
- Worked in an agile environment and with agile product delivery methods
- Provided assistance/mentoring to junior analysts
- Collaborated with IT areas, developers, business and customer service stakeholders.

SENIOR UX DESIGNER & PRODUCT OWNER CHATBOT DEVELOPMENT TEAM

June 2020 - January 2021

Customer Service Channels
Claro AMX (Deelo).

Córdoba, Argentina
Full time.

Designer of user experiences aimed at streamlining customer service processes in AUP (Argentina, Uruguay and Paraguay) digital channels. Experience in:

- Identification of needs of the Customer Service areas (internal and external)

- Analysis of customer contact reasons and patterns
- Identification of automation opportunities
- Design of functional proposals for service processes and viability in alignment with corporate objectives
- Implementation of design flows and content incorporation for chatbot digital service channels: Webchat on institutional site · Webchat on self-management site (web-app) · Messaging services (SMS, WhatsApp, Email) · Social Networks (Facebook, Twitter, Instagram, YouTube, LinkedIn)
- BOTs integration with databases, web services and APIs
- Dialog flow design (including scenario design & flow mapping)
- Model/intent training
- Backlog prioritization
- Creation of workflows, storyboards, user flows, process flows and site maps
- Worked in an agile environment and with agile product delivery methods
- Collaboration with IT areas, developers, business and customer service stakeholders.

DIGITAL CUSTOMERS BEHAVIOUR SEMI SENIOR ANALYST

March 2017 - June 2020

Customer Service
Claro AMX (Deelo).

Córdoba, Argentina
Full time.

Analyst of user behavior and contact patterns in digital channels (Customer Services). Experience in:

- Detection of failures and opportunities for improvement in Claro Argentina's digital service channels to ensure: Average Call Handle Time · First Call Resolution · Call Quality
- Analysis of contact reasons and service tools to increase quality and efficiency
- Design of proposals focused on the simplification of the analyzed processes
- Creation of supporting infographic documentation for proposals
- Periodic preparation of metrics and KPI reporting
- Identification of areas of improvement on the knowledge bases and chatbot flows
- Diagramming responses and validations for chatbots
- Survey of training needs for agents on operations and service tools
- Provide assistance/mentoring to junior analysts
- Teamwork with marketing, press & advertising areas.

HELP DESK IT JUNIOR ANALYST

January 2015 - March 2017

Internal Customer
Service Claro AMX
(Vates).

Córdoba, Argentina
Full time.

Analyst, management and documentation of incidents for Customer Services from Argentina, Uruguay and Paraguay. Experience in:

- Provide solutions in work environments under pressure
- Diagnosis and documentation of procedures for the management of large scale incidents
- Root cause identification
- Extensive use of SQL language to troubleshoot and solve incidents
- Multi-channel internal customer handling (telephone, ticket system, email and chat)

- Strong analytical and self-learning skills
- Teamwork with other analysts & IT areas.

SENIOR UI VISUAL DESIGNER | FREELANCE

August 2014 - Present

Brand creative with focus on digital products.

Wau Creativos
Córdoba, Argentina
Part time (On-site & remote).

Designer of visual identities and websites. Experience in:

- Creation of design solutions based on the user experience
- Analysis of market trends and IPC (Ideal Client Profile)
- Consulting for the generation of communication strategies that respond to commercial requirements / business model
- Development of comprehensive visual systems aligned to a “guiding concept”
- Briefing: Mapping of projections and ideas for the optimization of time, resources and communication
- Management of available resources for the development of an MVP (Minimum Viable Product) and MPU (Minimum Usable Product)
- Design, layout and responsive web programming, frameworks for front end layout (Bootstrap), content management with CMS (Wordpress), HTML5, CSS3, JavaScript, REACT, jQuery and PHP
- Teamwork with areas of design, marketing and community managers.

CUSTOMER CONTACT REPRESENTATIVE

September 2008 - January 2015

External Customer Service Claro AMX (Market Line).

Córdoba, Argentina
Full time.

Telephone and digital service agent for Claro Argentina customers. Experience in:

- Active listening
- Excelled at first call resolution
- Strong skills in oral and writing communication
- Designed and delivered training
- Provided assistance/mentoring to junior teammates.

EDUCATION

INTERACTION DESIGNER CERTIFICATION | 2023

Focus on: Design Thinking · Interaction Design for Usability · Journey Mapping · Human-Computer Interaction · Mobile UX/UI Design · UI Design Patterns · Accessibility · Agile Methods for UX Design.

Interaction Design Foundation.
London, England (Remote).
In progress.

FULL STACK WEB DEVELOPER (MERN) DIPLOMA | 2021

Focus on: MongoDB · Express · React · NodeJs · JavaScript · HTML5 · CSS3 · Bootstrap · Python · TypeScript · SQL.

Academia Numen, Universidad Atlántida Argentina.
Buenos Aires, Argentina.

BACKEND DEVELOPER DIPLOMA | 2020 - 2021

Focus on: PHP · MySQL · WordPress · XML · JSON · JavaScript · jQuery UI · AngularJs · NodeJs · Ajax.

Centro de e-Learning, Facultad Regional de Buenos Aires, Universidad Tecnológica Nacional. Buenos Aires, Argentina.

BASIC PRINCIPLES OF CYBERSECURITY CERTIFICATION | 2020

Focus on: Threat factors · Email protection · Secure web browsing · Instant messaging · Mobile devices and wireless networks.

CCN-CERT Centro Criptológico Nacional. Madrid, España (Remote).

FRONTEND DEVELOPER DIPLOMA | 2018 - 2019

Focus on: HTML · HTML5 · CSS · CSS3 · JavaScript · jQuery · Bootstrap.

Centro de e-Learning, Facultad Regional de Buenos Aires, Universidad Tecnológica Nacional. Buenos Aires, Argentina.

BA IN DESIGN - FOCUS ON DESIGN THINKING | 2016 - 2018

Focus on: Design process based on HCD (Human Centered Design) approach · IDEO Model: Inspiration, Ideation and Implementation · Design in collaborative and multidisciplinary teams · Project planning and management in physical and digital environments.

Universidad Provincial de Córdoba. Córdoba, Argentina.

PL/SQL FUNDAMENTALS CERTIFICATION | 2016

Focus on: Introduction to relational databases and basic instructions · Relational databases introduction · DQL, DDL, DML y DCL principles · Primary executions of statements sets.

Vates. Córdoba, Argentina.

GRAPHIC DESIGNER | 2011 - 2014

Focus on: Visual communication strategies focused on user needs · Design process with a UCD approach (User Centered Design) · Technical knowledge in branding, typography, vector drawing, digital photography edition, editorial layout, archigraphy and frontend development.

Instituto Superior de Diseño Aguas de la Cañada. Córdoba, Argentina.

SKILLS

GRAPHIC DESIGN TOOLS

- ▣ Adobe Illustrator
- ▣ Adobe Photoshop
- ▣ Adobe InDesign
- ▣ Adobe Xd
- ▣ Figma
- ▣ FigJam
- ▣ Canva
- ▣ Sketch

FRONT & BACKEND DEVELOPMENT TOOLS

- ▣ HTML5
- ▣ CSS3
- ▣ JavaScript
- ▣ React
- ▣ Nodejs
- ▣ Express
- ▣ Bootstrap
- ▣ PHP
- ▣ API Rest
- ▣ Wordpress
- ▣ SQL
- ▣ MongoDB
- ▣ Git
- ▣ JSON
- ▣ MySQL

OTHER TOOLS

- Jira
- GitHub
- Bitbucket
- Visual Studio Code
- Microsoft Office
- Libre Office.

IDIOMAS

- Spanish (Native)
- English (high skills)
- Italian (basic skills).

KEY SKILLS

- Strong analytical profile
- Think outside the box
- Strategic planning (goals, resources, deadlines)
- Collaborative work
- Project management (dynamics, risks, contingencies)
- Self-taught
- Strong problem-solving skills
- High performance in agile environments
- Consistent communication (visual, written and verbal)
- Ability to learn and continuous feedback
- Excellent English proficiency (current work environment)
- Asynchronous/different time zone experience.

HOBBIES

- Swimming (semi-Olympic pool and open waters)
- Walking with my dog
- Photography (Street Photography)
- Assemble puzzle
- Programming.

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- Residence in Italy (with citizenship)
- Open to:
 - Global remote work
 - Hybrid mode
 - Relocation (for long-term projects).



Contact Me

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Take a look!

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Design Portfolio



Web projects