Lucía Méndez

Product Designer I Technical Designer

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Summary

UX/UI Brand Designer with over 6 years of expertise in creating impactful, user-centered digital experiences. Specializing in brand development, wireframing, and prototyping, I excel at transforming complex concepts into intuitive, high-quality designs. With a unique blend of digital and apparel design skills, I deliver strategic, business-aligned solutions that resonate with users and drive results while thriving in cross-functional environments.

Areas of Expertise

Languages: Spanish (Native) I English (Fluent).

Design: Information Architecture I Design Research I Wireframing I Prototyping.
Brand Development I Copywriting I Video Editing I Apparel Design & Technical.

Software: Figma I Illustrator I Photoshop I InDesign I PremierePro I After Effects I Gerber I Browzwear
3D design I Easy Map I Browzwear I Microsoft programs.

Experience

Believe in Me Foundation   Remote, WA
UX/UI Designer / Graphic Designer   **2024 - Present**
- Collaborated with the UX/UI team to design the iLevelUP app, supporting first-generation college students, leveraging user research to inform intuitive wireframes and prototypes
- Developed accessible, user-friendly interfaces that ensured seamless navigation and clear communication for non-technical users
- Design digital marketing materials to promote the app, aligning design with project goals through cross-functional collaboration.

Marlow Therapy, Web Design   San Francisco, CA
UX/UI, Brand Designer, https://www.marlowtherapy.com/   **2024**
- Developed a comprehensive brand identity and user-friendly website for a new private therapy practice in the Bay Area.
- Crafted a cohesive brand that effectively communicates the practice's values and services.
- Enhanced the practice's online presence through intuitive design and clear messaging.

J.J. Mae dba Rainbeau   San Francisco, CA
Technical Designer   **2019 - Present**
- Consolidated and facilitated technical tech packs for mass production, overseeing all aspects of apparel design and production. Collaborated across departments for seamless lifecycle management, led high-priority projects, and supervised the sample-making team, consistently meeting deadlines and ensuring product quality.

Byer California   San Francisco, CA
Technical Designer, 1st Pattern Maker   **2015 - 2018**
- Managed technical tech packs across multiple apparel categories, ensured product quality and consistency.
- Collaborated with design, patternmaking, and QC teams while overseeing sample room and factory communications.

Focus

User-Centered Design
Transforming user insights into intuitive digital experiences that ensure seamless navigation and maximize engagement.

Brand Development
Crafting cohesive brands that resonate deeply with users while aligning with business goals, enhancing both digital presence and overall user experience.

Cross-Functional Collaboration
Fostering collaboration across cross-functional teams, ensuring design strategies align with technical and business objectives to deliver exceptional, user-centered solutions.

Prototyping and Wireframing
Prototypes and wireframes that bring concepts to life, enabling efficient design validation and ensuring a smooth transition from idea to implementation.

Education

UC Berkeley Extension   Berkeley, CA
UX/UI, Coding Certificate   **2023-2024**
UX/UI design and Front-end coding HTML, CSS, Bootstrap.

Full Sail University   Orlando, FL
Masters of Fine Arts - Media Design. Advanced Achievement Award.   **2020-2021**
Branding and journalistic design.

The Art Institute CA-SF   San Francisco, CA
Bachelors of Fine Arts - Fashion Design   **2012-2015**
Apparel design and production process.