Joe Mendez-Hughes

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PROFESSIONAL PROFILE

Innovative Senior UX/Product Designer with 8+ years of experience delivering transformative digital experiences across diverse industries. Proven track record of creating user-centric designs that drive operational efficiency, enhance accessibility, and significantly improve user engagement. Expert in translating complex technical concepts into intuitive, impactful design solutions.

PROFESSIONAL EXPERIENCE

Senior Product Designer | Accessibility Director

Dynamo Technologies | Washington, DC | September 2023 - May 2024

- Spearheaded the design and architectural development of a mission-critical Greenfield reporting platform, directly commissioned by senior executive leadership to transform high-stakes operational reporting and strategic decision-making.

- Designed an innovative solution that consolidated complex data streams for executive-level stakeholders, enabling real-time insights across multiple critical security domains and supporting strategic oversight with unprecedented transparency, dramatically improving operational efficiency by 40%.

- Developed a comprehensive Figma design system library, reducing design redundancies and saving 25% of team design time.

- Championed accessibility compliance by implementing WCAG standards, elevating accessibility scores by 35% and increasing user engagement among users with disabilities by 15%.

- Crafted interactive prototypes using Adobe XD, enabling early user validation and accelerating product development cycles by 20%.

Senior Product Designer

Deep Cloud IQ | New York, NY | July 2021 – September 2023

- Architected and led the design of a pioneering EduTech platform for the New York City Department of Education (NYCDOE), developing the largest digital transformation initiative in the district's history.

- Unified complex educational workflows into a seamless, user-centric ecosystem that dramatically simplified technology interactions for over 1.3 million students, teachers, and administrators across 1,800+ schools, reducing operational friction and enhancing digital collaboration through an integrated, intuitive design solution.

- Designed and delivered an integrated suite spanning messaging, grade tracking, academic calendaring, class schedules, administrative management tools, and AI-powered chatbot support.

- Led a transformative UX redesign of the NYCDOE's second-largest digital product, reimagining the user experience for four distinct user personas: parents, teachers, administrators, and students. The redesign modernized the interface, reduced user navigation time by 40%, and improved accessibility compliance by 65%.

- Conducted over 100 user interviews and usability testing sessions, resulting in a 25% boost in user satisfaction scores.

Developer

Millennial Shift Technologies | Phoenix, AZ | October 2020 – June 2021

- Enhanced engineering skills by developing a mobile/web application for an innovative start-up.
- Gained hands-on experience in full-stack development and product design integration.

UX Designer

Prize Logic | Scottsdale, AZ | February 2018 – May 2020

- Collaborated with senior design team to create high-fidelity designs for major brands including T-Mobile, McDonald's, and Volvo.
- Developed pixel-perfect user interfaces that met rigorous brand and user experience standards.

Mobile UX/UI Designer

Freelance | Las Vegas, NV | February 2017 – February 2018

- Independently designed a 5-star iOS mobile app with international reach, launched in 26 countries.
- Demonstrated entrepreneurial design skills and end-to-end product development capabilities.

CORE COMPETENCIES

- User-Centered Design Strategy

- Accessibility Design (WCAG Compliance)

- Design Systems & Prototyping

- User Research & Testing

- Interaction Design

- Cross-Functional Collaboration

TECHNICAL SKILLS

- Design Tools: Figma, Adobe Creative Cloud (Photoshop, Illustrator, XD)

- Design Principles: UI/UX, Typography, Color Theory

- Technical Skills: HTML, CSS

- Research Methods: Qualitative/Quantitative Research, A/B Testing, Heuristic Evaluation

EDUCATION

Psychology | College of Southern Nevada | Las Vegas, NV | January 2014 – May 2017