



# Alejandro A. Mendoza

## Product Designer

based in *Strasbourg*

Driven by curiosity and a focus on inclusive design, I'm a passionate designer who loves to craft.

I am enthusiastic about emerging technologies like AI and XR, and I advocate for clean, modern interfaces that blend minimalist aesthetics with distinct character, all grounded in ethical design principles.

## Say 'Hola'

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## Education

### Web Project Designer UI

CCI Campus Alsace, France  
(2024-2026)

## Skills

**Web Development :** HTML / CSS / PHP / Wordpress

**3D Modeling :** Blender

**Prototyping :** Figma

**Design :** Photoshop / Illustrator / InDesign

**Core Skills :** Teamwork / Creativity  
Adaptability / Empathy / Rigor /  
Attention to Detail / Agile Collaboration  
(Scrum)

## Languages

**Spanish :** Native

**French: C1 :** Professionally Proficient

**English: C1 :** Professionally Proficient

Fun facts : • My longest cycling trip was in the Velodyssée road with a 400km adventure • I collect souvenir and foreign coins • I mix cocktails like modern-day potions • I'm a VR enthusiast • I love to watch animations CN & [as].

## Featured Projects

### Design Lead & Frontend Developer

**BEDiZEN / 2024 - Present**

- Created a project to bring AR to SMBs. Defined the value proposition, created the brand identity, designed the platform's UX/UI, and developed the website front end.

### Product & Brand Designer

**Spin App / 2025**

- Redesigned the app's identity and UX to improve retention and engagement. Created a new logo, mascot, and gamified user experience, resulting in a more intuitive and engaging interface.

### Brand & UI/UX Designer

**Workpics App / 2025**

- Developed a cohesive brand and mobile UI for on-site construction teams. Designed an intuitive interface enabling quick photo capture.

### Graphic Designer

**Cineville Film Festival /2024**

- Designed a festival's poster around the theme "Surrealism". Used digital photomontage to convey a dreamlike, intriguing aesthetic aligned with the event's art direction.

## Experience

### Webmaster

**Fiesta Republic / Strasbourg, France / 2022-Present**

- Manage the technical aspects of the company's e-commerce site (Prestashop), including updates, maintenance, content creation, and integration.
- Oversee client relations and customer support, ensuring a positive user experience.
- Order preparation and after-sales service.

### Co-Manager & Community Manager

**Somos Arte Ltda. / Santiago, Chile / 2019-2021**

- Co-founded and managed an art supply store, overseeing purchasing, inventory, and sales development.
- Built and nurtured an online community of over 10,000 followers on Instagram through targeted communication strategies and content creation.
- Managed the company's Wordpress e-commerce site and created advertising content.