



Alejandro A. Mendoza

Product Designer

Driven by curiosity and a multicultural perspective, I'm a passionate who enjoys crafting digital visuals and experiences that are both functional and meaningful. I thrive on transforming complex challenges into fluid interfaces and coherent visual identities, always with a human-centered approach.

Say "Hola"

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Education

Web Project Designer & Developer
CCI Campus Alsace, France
(2024-2026)

Skills

Web Development : HTML / CSS

3D Modeling : Blender

Prototyping : Figma

Design : Photoshop / Illustrator / InDesign

Core Skills : Teamwork / Creativity
Adaptability / Empathy
Attention to Detail

Languages

Spanish : Native

French: C1 : Professionally Proficient

English: B2 : Professionally Proficient

Fun facts : I mix cocktails like modern-day potions • My longest cycling trip was a 400km adventure • I collect souvenir coins including one from Hogwarts • I love to watch classic cartoons & adult animation shows.

Featured Projects

Design Lead & Frontend Developer
BEDiZEN / 2024 - Present

- Founded and led a startup bringing 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-first UI for on-site construction teams. Designed an intuitive interface enabling quick photo capture and blueprint annotations to streamline communication.

Graphic Designer
Cineville Film Festival /2024

- Designed the festival's main 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.
- Collaborate with the team to align the website's functionality with business goals.

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.