



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 Velodysée road with a 400km adventure • 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.