Alejandro A. Mendoza

Product & Visual Designer UX/UI

based in Strasbourg

Designer with 17 years of experience in graphic design (since 2009), UI/UX and e-commerce (since 2019). Holder of the RNCP Concepteur Designer UI title. I build accessibility into my design process and use AI tools to work faster while keeping creative direction.

Say 'Hola'

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Education

Concepteur Designer UI
RNCP Title, Level 6 (Bachelor's level)
CCI Campus Alsace, France (2024-2026)

Skills

Design: Figma, Photoshop, Illustrator, InDesign, visual identity.
Video & motion: Premiere Pro, After Effects, Blender (3D)
Web & e-commerce: PrestaShop, WordPress, HTML/CSS, basic JS and PHP
Method: Project management, public speaking, AI-assisted prototyping

Languages

Spanish: native
French: C1 (professional)
English: C1 (professional)

Fun facts : *• I cycled 400 km along the Vélodyssée • I collect Monnaie de Paris tokens and local coins on my travels. • I make cocktails, treating each creation like a modern potion • I'm part of a video game radio show & podcast team •*

Work Experience

Digital Communication Officer & UI Designer
Strasbourg, France | 2022 - Present
- Design and maintenance of PrestaShop e-commerce sites (visuals, banners, pages, product listings)
- Sole point of contact for all digital and technical matters
- Built AI-assisted internal tools (social media visual generator, Photobooth templates, automated contract generator)

Co-manager
Somos Arte Ltda. | Santiago, Chile | 2019 - 2021
- Grew an Instagram audience to over 10,000 followers.
- Managed the WordPress e-commerce site and content creation.
- Co-founded and ran an art supplies store: purchasing, inventory and sales development.

Sales and Customer Service, Chile, 2013 - 2019
- Sales and customer service advisor (spirits, musical instruments, Duty Free, language training, SSL certificates).

Graphic Designer & 3D Artist
SIMPRO | Havana, Cuba | 2011 - 2013
- 3D environment modeling for military simulators.
- Redesigned a projection system to fix interference issues (low-cost alternative to early VR devices): recognized internally for R&D work.

Projects

Product & Brand Designer
Spin App | 2025
- Rebranded the app and redesigned its UX: new logo, mascot and gamified experience to improve retention.

Lead Designer
BEDiZEN | 2024 – 2026
- Defined the value proposition and brand identity of an augmented reality project for SMEs.
- UX/UI design of the platform and front-end integration of the site (HTML, CSS, basic JS and PHP).

Graphic Designer
Cineville Film Festival | 2024
- Designed a festival poster on the theme of "surrealism". Used digital photomontage to create a dreamlike, intriguing aesthetic in line with the event's art direction.

3D Artist & Project Lead
Keep Breathing | Global Game Jam 2026
- Won the "Best Technical Achievement" award.
- Coordinated the team (MoSCoW, Trello) and presented to the jury.