

Melissa Esquivel

Senior UX/UI Designer | Complex Digital Products | Interaction Design • UI Design • Design Systems

melissa.esqr@gmail.com | +52 (818) 095 8506 | www.melportfolio.com | Remote — open to global roles, international collaboration, or relocation

SUMMARY

Senior UX/UI Designer with 13+ years leading complex digital products across healthcare, SaaS, and enterprise environments. My focus is interaction design, information architecture, and design systems that hold up at scale — turning high-stakes, tangled workflows into interfaces people can actually use, without losing sight of business goals or technical constraints.

KEY ACHIEVEMENTS

- **Cross-industry delivery:** Shipped end-to-end product experiences across MedTech, FinTech, and Logistics.
- **Design systems at scale:** Built the standardized design system and review process behind Insulet's Android product line, cutting cross-team review cycles by 75% as the design team expanded from one designer to six.
- **Delivery frameworks:** Built templates and handoff frameworks that gave cross-functional teams a shared, repeatable way to align on product decisions.

PROFESSIONAL EXPERIENCE

UX & Digital Product Consultant

Jan 2026 – Present

Self-employed

- Led UX/UI and website improvement projects — defining information architecture, customer journeys, and digital strategy tied to business and user goals.
- Used AI-assisted tools to speed up research synthesis, documentation, content organization, and prototyping.

Sr User Experience Lead

May 2021 – Jan 2026

Insulet Corp — Remote

- Led the UX/UI redesign of the Omnipod 5 SIM App, an educational tool used by sales and clinical teams across U.S. and European markets.
- Audited a legacy third-party product with little documentation, mapped the existing architecture and user flows, and flagged 80+ UI/UX and localization issues within 30 days.
- Built 25+ interactive prototypes across 7+ languages to validate workflows, align stakeholders, and support international launches.
- Created a standardized delivery framework covering 20+ architecture maps, taking cross-functional review from several rounds of iteration down to a single session per sprint.
- Led a 4-month migration from Sketch to Figma and helped build a responsive Android design system spanning 24+ feature sets and 480+ screens.
- Set design system standards and reusable components to keep complex product experiences consistent.
- Mentored designers and content strategists working on complex healthcare products.

Senior UX Analyst

Mar 2018 – May 2021

Accenture Mexico — Hybrid | Clients: Kaiser Permanente, Freeport-McMoRan, Avande

- Unblocked an internal estimation tool that had stalled for 12 months by introducing research and A/B testing to validate workflows before handoff.
- Led discovery and heuristic evaluations for a privacy and terms-of-use plugin, turning dense legal requirements into clear user interactions and catching usability issues before launch.
- Helped transform management documentation for a global mining company, and took the UX operations team from a single analyst to five — training new hires in labeling and categorization methods along the way.
- Designed a SharePoint ecosystem that lifted adoption of digital tools by matching the technical architecture to the linguistic and operational needs of mining department stakeholders.

- Supported healthcare digital initiatives during COVID-19 under tight timelines, helping keep critical services running.

Sr UX Designer

Mar 2016 – Mar 2018

Jonajo Consulting — Hybrid | Clients: BuildZig, Ocean Freight Exchange, and others

- Led end-to-end product design, from stakeholder discovery and business requirements through interaction design, prototyping, handoff, and launch.
- Set up the first formal collaboration and handoff process between design and a distributed engineering team, to keep high-fidelity work intact through implementation.
- Facilitated UX and Design Thinking workshops for clients and cross-functional teams.

UI/UX Lead

Mar 2013 – Jan 2016

CEMEX Corporation — Mexico HQ

- Moved from a PMO role into helping establish the company's UX practice from the ground up, growing the multidisciplinary team from one person to six.
- Led UX/UI delivery for 7 mobile apps for Sales and Commercial teams, replacing rigid SAP/distributor workflows with more intuitive digital experiences.

EDUCATION & CERTIFICATIONS

- UX Certification with Specialty in Interaction Design — Nielsen Norman Group (NNG), Certificate #1007466 (Updated Nov 2024)
- This is Service Design Doing – Executive Online — Service Design Network (SDN), issued June 14, 2022
- Bachelor in International Relations — Universidad del Valle de México, Dec 2009
- Bachelor in Business Administration — Walden University, Aug 2009

TOOLS & AI

Tools: Figma, Sketch, Miro, Jira, Confluence, SharePoint, Adobe CC

AI-assisted: ChatGPT, Claude, Copilot, Gemini, Figma Maker — used for research synthesis, ideation, prototyping, documentation, and content.

SKILLS & EXPERTISE

Product Design • UX Design • Interaction Design • Visual Design • Product Strategy • Information Architecture • Design Systems • UX Research • Prototyping • Accessibility • Localization • AI-Assisted Design • Cross-Functional Collaboration

LANGUAGES

Spanish (Native) • English (Fluent) • French (Conversational)