

Melissa Esquivel

SENIOR UX LEAD | UX OPERATIONS, DESIGN SYSTEMS & SCALABLE PRODUCT EXPERIENCES

✉ melissa.esqr@gmail.com | 📞 +52 (818) 095 8506 | 🌐 www.melportfolio.com | 📍 Remote - Open to global roles & international collaboration or relocation

Senior UX Lead with 11+ years of experience designing and scaling complex digital products across MedTech, SaaS, Finance, and enterprise environments. Focused on improving UX operations, scalable systems, and product experiences across global and regulated environments. Experienced in translating technical and regulatory constraints into clear, user-centered interaction models.

SELECTED PRODUCT & BUSINESS IMPACT

- **Cross-Sector Product Delivery:** Supported end-to-end design initiatives across MedTech, Fintech, and Logistics platforms in regulated environments.
- **UX Operations & Scalability:** Contributed to scalable design systems, governance models, and workflow improvements that reduced cross-team review cycles and supported growing design teams.
- **Scalability & Operations:** Standardized UX processes and deliverables to improve alignment and collaboration across teams.

PROFESSIONAL EXPERIENCE

Insulet Corp - Remote

Sr User Experience Lead

May 2021 – Jan 2026

- Directed the UX strategy and redesign of the Omnipod 5 SIM App, a high-impact educational tool used to demonstrate insulin pump therapy to ~6.5K+ prospective patients across US and European markets.
- Performed a comprehensive audit and reverse-engineered architecture maps for a legacy third-party codebase that lacked documentation. This foundational work identified and resolved 80+ critical UI/UX localization blockers in 30 days, preventing delays for Nordic and international releases.
- Built 25+ interactive prototypes (CTDs) across 7+ languages to support stakeholder validation and early user feedback while development teams resolved technical dependencies.
- Created standardized architecture maps and delivery workflows that reduced cross-functional review cycles to a single session per sprint.
- Orchestrated a 4-month migration from Sketch to Figma, leading a team of designers to build a responsive Android design system covering 24+ complex feature sets (480+ individual screens).
- Standardized design tokens and established governance guidelines to improve consistency across distributed teams.
- Managed and mentored designers and content strategists within a high-compliance MedTech environment.

Accenture Mexico - Hybrid

Senior UX Analyst

Mar 2018 – May 2021

Clients: Kaiser Permanente, Freeport McMoRan, Avande

- Supported the recovery of an internal estimation tool that had remained stalled for 12 months. Implemented research and validation workflows before development handoff, successfully unblocking the project and moving it into active production.
- Led discovery and heuristic evaluations for a high-compliance privacy and terms-of-use plugin. Translated legal and technical requirements into clearer user interaction flows and identified usability friction points early in the process.
- Orchestrated the digital transformation of management documentation for a global mining leader. Scaled the UX operations team from 1 to 5 analysts and personally trained new hires to implement a user-centric "labeling and categorization" methodology.
- Designed a SharePoint ecosystem aligned with the operational and linguistic needs of mining teams.
- Supported healthcare-related initiatives during accelerated delivery timelines during the COVID-19 pandemic.
- Supported international collaboration initiatives through recurring U.S. TN visa sponsorships and cross-functional UX training sessions.

Jonajo Consulting - Hybrid

Sr UX Designer

Mar 2016 – Mar 2018

Clients: BuildZig, Ocean Freight Exchange and others

- Led the end-to-end design and launch of native Android and iOS applications across Fintech, Logistics, and Rental Management projects in collaboration with distributed teams.
- Established collaboration and handoff workflows between design and distributed engineering teams.
- Supported product delivery from stakeholder discovery through implementation and launch.
- Facilitated UX and Design Thinking workshops for both clients and internal teams to foster a user-centric product culture.

CEMEX Corporation - Mexico HQ

UI/UX Lead

Mar 2013 – Jan 2016

- Transitioned from a PMO role to help establish the organization's first UX department.
- Established collaboration and handoff workflows between design and distributed engineering teams.
- Supported product delivery from stakeholder discovery through implementation and launch.
- Designed custom UI and architecture experiences tailored to the operational needs of Sales and Commercial teams working alongside SAP and distributor systems.
- Led the delivery of 7 mobile apps for Sales and Commercial teams in two years.

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

This is Service Design Doing – Executive Online, Service Design Network (SDN) | Certificate 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

Figma, Sketch, Abstract, Miro, Jira, Confluence, SharePoint, Adobe CC, Optimal Workshop, Overflow.

AI-assisted workflows: Copilot, Gemini, Figma Make, Hercules, Maze (research synthesis, prototyping, copy & documentation)

SKILLS & EXPERTISE

UX Operations, Design Systems, Interaction Design, Product Discovery, Information Architecture, Prototyping, Cross-functional Collaboration, Stakeholder Alignment, Internationalization & Localization, WCAG Accessibility, Heuristic Evaluation, User Journey Mapping, Workshop Facilitation.

LANGUAGES

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