

Melissa Esquivel

Senior UX Designer | Complex Digital Products | Healthcare • Interaction Design • Design Systems

melissa.esqr@gmail.com | +52 (818) 095 8506 | www.melportfolio.com |

Remote - Open to global roles & international collaboration or relocation

Senior UX Designer with 13+ years of experience designing complex digital products across Healthcare, SaaS, and enterprise environments. Specialized in interaction design, product strategy, information architecture, and scalable design systems. Passionate about simplifying complex workflows, collaborating with cross-functional teams, and creating intuitive experiences that deliver measurable business impact.

SELECTED PRODUCT & BUSINESS IMPACT

- **Cross-Sector Product Delivery:** Orchestrated end-to-end design for regulated MedTech, FinTech, and Logistics platforms, ensuring alignment with business goals and compliance requirements.
- **Design Systems & Scalability:** Established standardized design systems and governance models that reduced cross-team review cycles by 75% and scaled design teams from 1 to 6 members.
- **Design Practices:** Built standardized UX processes, templates, and delivery frameworks that reduced friction, improved cross-functional alignment, and supported scalable product development.

PROFESSIONAL EXPERIENCE

Self-employed

UX & Digital Product Consultant

Jan 2026 – Present

- Led UX and website improvement initiatives for multiple businesses.
- Defined information architecture and customer journeys to improve usability.
- Created digital strategies aligned with business and user goals.
- Integrated AI-assisted workflows to accelerate research, documentation, and content organization.

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.
- Conducted 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 catastrophic release delays for Nordic and international markets.
- Delivered 25+ interactive prototypes across 7+ languages to validate product concepts, align stakeholders and support international product launches. This strategy decoupled UX delivery from engineering cycles, allowing the dev team to resolve backend regressions without stalling the product roadmap.

- Architected a standardized delivery framework for 20+ architecture maps, slashing cross-functional review cycles from multiple iterations 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).
- Established design system standards and reusable components to improve consistency across complex product experiences.
- Coached and mentored a multidisciplinary team of designers and content strategists, fostering high-quality execution in a high-compliance MedTech environment.

Accenture Mexico - Hybrid

Senior UX Analyst

Mar 2018 – May 2021

Clients: Kaiser Permanente, Freeport McMoRan, Avanade

- Rescued a stagnant internal estimation tool that had been in development for 12 months without progress. Implemented an aggressive research and A/B testing framework to validate workflows before hand-off, 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 complex legal requirements into intuitive user interactions, proactively identifying usability friction points to eliminate post-launch rework.
- 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 that improved user adoption of digital tools by aligning technical architecture with the specific linguistic and operational needs of mining department stakeholders.
- Navigated extreme time constraints to support large-scale healthcare initiatives during the COVID-19 pandemic, ensuring digital continuity for critical healthcare services.
- Earned consecutive U.S. TN visa sponsorships based on high performance and delivered international UX training sessions to bridge knowledge gaps between design and engineering teams.

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 diverse industries, including Fintech, Logistics, and Rental Management.
- Established the first formal collaboration and hand-off processes between design and distributed engineering teams to ensure high-fidelity implementation.
- Directed the full product journey from initial stakeholder discovery and business requirement translation to final delivery and launch.
- Facilitated UX and Design Thinking workshops for clients, cross-functional teams, and professionals interested in learning user-centered design methodologies.

CEMEX Corporation - Mexico HQ

UI/UX Lead

Mar 2013 – Jan 2016

- Transitioned from a PMO role to help establish the organization's UX practice, contributing to the growth of a multidisciplinary team from 1 to 6 members.
- Directed the delivery of 7 mobile apps for Sales and Commercial teams, replacing rigid SAP/distributor systems with user-friendly platforms that improved field productivity.

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, Miro, Jira, Confluence, SharePoint, Adobe CC

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

SKILLS & EXPERTISE

Product Design • UX Design • Interaction 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)