

Melissa Esquivel

SENIOR UX LEAD | PRODUCT STRATEGY & DESIGN OPERATIONS

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

Senior UX Lead and Product Generalist with 11+ years of experience architecting complex digital products across MedTech, SaaS, and Finance. Expert in scaling UX Operations and localizing high-stakes platforms for global markets, including US, European, and LATAM regions. Proven success in translating rigid regulatory and technical constraints into seamless, user-centric interaction models.

SELECTED PRODUCT & BUSINESS IMPACT

- **Cross-Sector Product Delivery:** Orchestrated end-to-end design for regulated MedTech, Fintech, and Logistics platforms, ensuring 100% alignment with global compliance and business KPIs.
- **UX Operations & Scalability:** Engineered standardized design systems and governance models that reduced cross-team review cycles by 75% and scaled design teams from 1 to 6 members.
- **Scalability & Operations:** Built and standardized UX processes, templates and deliverables that reduced friction, improved alignment and scaled across teams and industries.

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 catastrophic release delays for Nordic and international markets.
- Engineered 25+ interactive prototypes (CTDs) in 7+ languages, providing functional validation for stakeholders and "early access" for users. 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).
- Standardized design tokens—reducing "100+ grays" to a unified color/font palette—and established "Dos and Don'ts" governance that accelerated designer velocity and ensured system integrity across distributed teams.
- Managed 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, Avande

- 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 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 found the organization's first UX department, scaling the team from 1 to 6 multidisciplinary specialists.
- 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

UX Operations, Stakeholder Alignment, Team Mentorship, Workshop Facilitation

Product Discovery, Information Architecture, Design Systems (Figma/Sketch), Interaction Design

Internationalization & RTL Localization, WCAG Accessibility, MedTech/Regulated UX

Qualitative & Quantitative Testing, Heuristic Evaluation, User Journey Mapping

LANGUAGES

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