Melissa Esquivel

Senior Product & UX/UI Designer | Global Product Design | Localization • Product Strategy
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SUMMARY

Senior Product & UX/UI Designer with 13+ years of experience designing digital products across Healthcare (MedTech), enterprise, and logistics. A generalist who connects business goals, user needs, and product decisions, focused on solutions that work for users with different levels of expertise, ways of working, and languages. I combine corporate design leadership with independent consulting and university teaching in consumer behavior and digital marketing. NN/g UX Certified with a specialty in Interaction Design.

KEY ACHIEVEMENTS

- **Cross-industry delivery:** Shipped end-to-end product experiences across MedTech, enterprise, and logistics.
- **Clearer handoffs:** Introduced a new standardized design deliverable for the Omnipod 5 SIM App and walked designers, developers, and product owners through what it contained, where to find it, and how to use it, cutting the duration of cross-team review cycles by 75%.
- **Growing UX teams:** UX teams grew after my involvement at CEMEX (led, 1 to 8), Accenture for Freeport-McMoRan (subject matter expert, 1 to 5) and Kaiser Permanente (co-led, 5 to 7), and Insulet (led, 1 to 6).
- **Mobile Delivery:** Designed 11 mobile apps, 6 of them published on the App Store and Google Play.

PROFESSIONAL EXPERIENCE

Lecturer / Adjunct Professor
Aug 2026 – Present

Universidad del Valle de México (UVM), Saltillo Campus

- Teach "Consumer Behavior for Digital Environments" and "Marketing" to undergraduate students across International Business, Marketing, Multimedia Design, and International Trade and Logistics.
- Use business simulators (Coffee Time) and analyze contemporary digital case studies (Oxxo, Nike, Amazon, Mercado Libre) to build professional market-analysis competencies.
- Introduce practical AI applications within course projects to prepare students for current digital trends and workplace skills.

UX & Digital Product Consultant
Jan 2026 – Present

Self-employed

- SAG Logística de Transporte: Designed digital strategy, corporate identity, and user workflows for logistics and transportation software tools.
- Local Business Optimization: Executed CRM analysis, digital marketing strategies, and social media framework setups for regional organizations including CANIRAC Saltillo, Los Abuelos restaurant, and DIVISAN.
- Used generative AI tools within UX research and content organization workflows to optimize production velocity

Sr User Experience Lead
May 2021 – Jan 2026

Insulet Corp - Remote

- Led the UX/UI redesign and strategy of the Omnipod 5 SIM App, a regulated educational tool used by sales and clinical teams across U.S. and European markets.
- Audited a legacy third-party product with little documentation, mapping its first version in 20+ architecture flows. Resolved 80+ UI, string, and flow issues identified in a joint audit with Localization Engineering and the Product Owner, rewriting strings, delivering them in a trackable format for translation, and defining missing flows and design specs.
- Built 25+ interactive prototypes across 7+ languages to validate workflows and support international product launches.
- Created a new standardized design deliverable and onboarded designers, developers, and product owners on its contents, location, and use, reducing the duration of cross-team review cycles by 75%.
- Co-led the architecture of a responsive Android design system and a 4-month migration from Sketch to Figma, spanning 24+ feature sets and 480+ screens.
- Grew the UX team from 1 designer (myself) to a multidisciplinary team of 5 specialized professionals, integrating 2 designers, 1 localization engineer, 1 content strategist, and 1 technical writer.

Senior UX Analyst
Mar 2018 – May 2021

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

- Unblocked an internal estimation tool that had stalled for 12 months by introducing user research and A/B testing frameworks to validate workflows before engineering handoff.
- Led discovery and heuristic evaluations for a privacy and terms-of-use plugin, turning dense legal requirements into user interactions.
- Co-led the design team for Kaiser Permanente as the client-facing lead. Identified client needs that brought the team larger, more varied projects; at the client's request, secured two additional team members from Accenture, growing the team from 5 to 7.
- Served as subject matter expert on a peer team for a global mining company, leading the restructuring of management documentation. Started as the sole UX analyst; the client expanded the team to five based on the work delivered. Onboarded each new analyst, defining their role, introducing them to the client, and walking them through the client's processes and labeling and categorization standards.
- Designed a SharePoint ecosystem that increased tool adoption by matching technical architecture to the linguistic and operational needs of mining department stakeholders.
- Supported healthcare digital initiatives during COVID-19 under tight timelines to keep critical digital services operational.

Sr UX Designer

Mar 2016 – Mar 2018

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

- Managed end-to-end product design from stakeholder discovery and business requirements through interaction design, prototyping, and handoff.
- Established the company's first formal collaboration and engineering handoff process to maintain high-fidelity design implementation across distributed teams.
- Facilitated UX and Design Thinking workshops for clients and cross-functional teams.

UI/UX Lead

Mar 2013 – Jan 2016

CEMEX Corporation - Mexico HQ

- Transitioned from a PMO role for technology projects to establish the corporation's internal UX practice from the ground up, successfully growing the multidisciplinary team from 1 to 8 members.
- Led UX/UI delivery for 7 mobile apps (2 published on app stores) for Sales and Commercial teams, replacing legacy SAP/distributor workflows with 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), June 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, Canva

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 • Global Product Design • Cross-Functional Collaboration

LANGUAGES

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