MENDELL DELA CRUZ   mendell@gmail.com   mendelldelacruz.com 757.967.7334

Hello! I'm Mendell.

I'm an interactive UI / UX / Product Designer with more than 16 years of experience on large scale websites and apps.

I have extensive experience working with agile methodologies, human/customer centered approaches, and full-stack design systems. I am adept in working both in leadership or individual contributor roles.

I like to smooth out design processes and create with innovative tools to make successful and engaging interfaces.

SKILLS & EXPERIENCE

Product Design Workflow	Design Systems	Design Leadership	UX UI QA
Interactive Prototyping	Design Documentation	Agile Methodolgies	Accessibility
Design Research	Design Evaluation	UX Double Diamond Workflow	Design thinking
Human Centered Design	Customer Centered Design	Atomic Design Principles	Matrix Org
UX Workshop			

SOFTWARE

Figma	UXPin	Sketch	InVision
Trello	Jira	Confluence	Adobe XD
HTML / CSS / SASS	WebFlow	Bootstrap	Framer
Adobe Creative Suite	Asana	Azure	Storybook
Token Studio	Framer	Airtable	Github

EXPERIENCE

Viasat.com, Carlsbad, CA / Remote — Senior Product Designer

April 2021 - November 2023

Notables:

- Key contributor to the iteration and development of Beam design system
- Lead the effort towards accessibility compliance within the design system and the design org
- Pivotal to the optimization of the design system's product workflow
- Made significant contributions to developing versatile components, including extensive research and authoring comprehensive documentation
- Developed components that garnered thousands of monthly implementations, a substantial increase from pre-hire usage rates
- Created bespoke, standardized design review templates, leading to organization-wide adoption and enhancing both frequency and precision of design and development iterations
- Improved Beam's product workflow through thorough analysis, facilitated group discussions, and the successful implementation of recommended enhancements
- Led the onboarding process for new team members, guiding them in adopting Beam's work methodologies
- Pioneered the development of streamlined quality assurance workflows and resources for design reviews across the entire organization
- Contributed to the standarzation and improvement of the designers' Figma skills

Responsibilities:

- Catered to a diverse customers, encompassing full stack customers (product owners, designers, and dev), dev only (using code–only library), and design only (only using Figma libraries)
- Meticulously crafted, researched, documented, and continuously maintained adaptable components to meet customer needs
- Managed the maintenance of multiple design libraries
- Supervised and directed external design contributions to the design system
- Ensured comprehensive full-stack design quality assurance throughout the product lifecycle, including design and development reviews
- Provided valuable design support as a Figma expert on the team
- Offered extensive support in Figma and conducted educational initiatives for the entire design team
- Acted as the primary point of contact for fellow Beam designers and interns, providing mentorship and guidance in all aspects of the design process within Beam
- Managed the hiring process for new additions to the Beam team

EXPERIENCE

CoStar Group / Homes.com, Norfolk, VA — UI / UX Design Manager

September 2016 - January 2021

Notables:

- Introduced workflows for hi-fi interactive prototyping
- Handled multiple software transitions, for better integration of design systems and efficiency
- Created and developed a reusable design system that integrated and was adopted by design, product and dev teams
- Established design team principles and best practices
- My team's deliverables became more standardized and cohesive by introducing a formalized, more agile design workflow and integrating UX design and research into that workflow
- Integrated design sprints into the product workflow, creating achievable goals and deadlines
- Created efficiency by transitioning the product development team from static mocks to interactive prototypes
- Provided oversight and design support for the entire redesign for the portal website
- Developed a design plan to incorporate WCAG AA standards into the redesigned portal website
- Lead company wide effort to implement the latest prototyping software used by ux designers, product managers, front end developers, and stakeholders

Responsibilities:

- Manage the entire design process
- Provided mentorship and advice to 5 direct-report UX UI designers
- Responsible for allocating and prioritizing our design resources based on business needs
- Act as the design team's liaison between stakeholders, customers, development, and business
- Provided design guidance for both design and product team
- Provide QA support throughout the product development process
- Ensure design best practices and standards are being conformed to by all departments
- Keeping the design team's skill set up-to-date with the latest and greatest design tools
- Create design action plans based on UX research findings
- Provide UX UI design solutions as to fill design resource gaps
- Interpret UX research findings and create a design action plan
- Conduct UX discovery activities (existing product analysis, mind mapping, interpret user interviews, information architecture, gather stakeholder feedback, UI UX design audits)

CoStar Group / Homes.com, Norfolk, VA — UI / UX Design Manager

(Continued)

Responsibilities:

- Derive insights from the discovery research and define the issue(s) or problem(s)
- Brainstorm solutions, wireframe, and conduct design reviews
- Create and refine hifi interactive prototypes
- Create workflows and strategies for design systems

Mediums & Products:

Responsive Web, iOS Apps, Android Apps, Apple TV Apps, Chromecast Apps, Amazon Echo Skills, Portal Websites, Enterprise Level Customer Websites, Website Templates, Content & Asset Management Systems, Email Campaigns

Homes.com, Norfolk, VA — Senior UI / UX Designer

December 2013 - August 2016

Notables:

- Introduced the design team to Sketch
- Introduced the product team to InVision
- Developed a path for a reusable design system
- Advocated for a more mobile and responsive user experience
- Was the lead designer in numerous large projects for the portal website, apps, enterprise level customers

Responsibilities:

- Provide mentorship and advice for others on the design team
- Design products for Homes.com and all of its customers
- Conceptualize potential products
- Organize the design team's files
- Provide recommendations for the latest technology
- Produce working HTML prototypes
- Interpret UX research findings and create a design action plan
- Conduct UX discovery activities (existing product analysis, interpret user interviews, gather stakeholder feedback, UI UX design audits) to get insight of what the problem is
- Derive insights from the discovery research and define the issue(s) or problem(s) that has to be solved
- Brainstorm solutions, wireframe, and conduct design reviews
- Create and refine hifi interactive prototypes

Mediums & Products:

Responsive Web, iOS Apps, Android Apps, Apple TV Apps, Chromecast Apps, Amazon Echo Skills, Portal Websites, Enterprise Level Customer Websites, Website Templates, Content & Asset Management Systems

Boat Trader, Norfolk, VA**.** — Online Ad Design Manager

April 2012 - December 2012

Notables:

- Transformed the ad design workflow from email based to a formalized and trackable project management system
- Eliminated the ad design backlog within months of the new design workflow implementation

Responsibilities:

- Design online ads for customers (static and animated)
- Assign ad design requests to other designers
- Manage the design process
- Communicate design direction to the customers and the customer service representatives

Mediums & Products:

Responsive Web, Portal Websites, Enterprise Level Customer Websites, Website Templates

LTD Hospitality, Norfolk, VA**.** — Senior Graphic Designer

October 2007 - October 2011

Notables:

- Established a formalized design workflow
- Worked with numerous major brand design teams to help keep their branding consistent within LTD Hospitality properties
- Created branding and websites for numerous services and restaurants
- Provided design input for the company's rebranding

Responsibilities:

- Manage the design workflow from conceptualization to production
- Work with various local and national vendors to produce high quality and high impact pieces on most mediums (web, print, broadcast)
- Ensure the major hotel brand's identity is being conformed to
- Provide design support for the entire company and their properties
- Provide commercial photography
- Ensure the design files are backed up and organized

Mediums & Products:

Responsive Web, Portal Website, Small & Large Scale Print, Vehicle and Building Wraps, Broadcast TV

Trader Online, Norfolk, VA**.** — Web Graphic Designer

April 2005 - October 2007

Notables:

- Created numerous websites and website templates for multiple different industries

Responsibilities:

- Produce design and recommendations for portal websites
- Produce website template designs for customers among different industries
- Provide design support for development and QA

Mediums & Products:

Portal Website, Website Templates

EDUCATION

Virginia Commonwealth University, Richmond, VA

Bachelor's Degree, Business Administration and Management
2004

Tidewater Community College, Hampton Roads, VA

Bachelor's Degree, Business Administration and Management
2002

AWARDS

2016 DE Hackathon Best Design Award Winner Android & iOS App

2015 DE Hackathon Best Design Award Winner Android & iOS App

2014 DE Hackathon Best Design Award Winner Android & iOS App

2014 August Homes.com Employee of the Month

2006 July Trader Publishing Company Employee of the Month