



# Camila Méndez

Lead Product & Experience Designer

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## By the numbers

CAREER IMPACT

CAREER

**8** + yrs

Shaping **complex, high-stakes products** across fintech, e-commerce and enterprise.

CAREER

**17**

**Brands shipped with** — from solo founder work to global enterprise teams.

FINHABITS · 2026

**71%**

**Weekly subscribers** after redesigned funnels and navigation shipped (136 → 233 / week).

FINHABITS · INSURANCE

**\$409** K

Auto-insurance revenue from the UX I designed. **20K+ users**, 98% funnel conversion.

Lead Product & Experience Designer with *8+ years* shaping complex, high-stakes products in fintech, e-commerce, and enterprise. My work sits at the intersection of *systems thinking, behavioral design, and inclusive UX* — designing clarity where decisions matter. *Distributed-first since 2017*, working with US, LATAM, and EU teams across timezones.

## SKILLS

- UX Design
- UI Design
- Design Systems
- Component Design
- Prototyping (Figma · code)
- AI-assisted Design
- Cross-functional Leadership
- Mobile
- Research
- Information Architecture
- Dashboards
- Graphic Design

## EXPERIENCE

### Senior Experience Designer — Finhabits

2024 — NOW · REMOTE

Led the end-to-end redesign of the Finhabits mobile app — set design direction across core flows, visual language, and interaction patterns. Shipped a cross-platform design system that anchors the company's regulated financial products, setting UX standards for clarity, accessibility, and cognitive simplicity.

### Senior Experience Designer — Beyond

2022 — 2023

Led UX on high-complexity flows — enterprise tables, filtering systems, multi-level navigation. Contributed to design-system foundations and AI-driven initiatives. Unified fragmented products across global stakeholders and timezones.

### Product Designer — Praxent

2021 — 2022 · AUSTIN, TX

Designed software for financial-service companies. Ran design-thinking workshops, mapped journeys, built flows, wireframes, and prototypes.

### Freelance Product Designer — Fishead

2020 — 2021 · AUSTRALIA

Built a full e-commerce integration platform from the ground up, shaping the product around the available technology.

### Founder & Creative Director

Easyou Skin

2019 — 2020 · MEXICO CITY

Founded a skincare brand. Owned creative direction, UX, content, and operations end-to-end.

### UX Designer — Astound Commerce

2017 — 2020 · MEDELLÍN, CO

E-commerce projects for major global brands. Focused on mobile shopping and direct collaboration with international clients from concept to launch.

## EDUCATION

Industrial Design · Visual Arts  
Pontificia Universidad Javeriana  
2007 — 2016

## CERTIFICATIONS

Adoption & Appropriation  
IxDF · 2025

Cognitive Science for UX  
IxDF · 2024

AI for Designers  
IxDF · 2024

Scrum Product Owner  
CSPO · 2021

Advanced Google Analytics  
2019

## LANGUAGES

Spanish  
Native

English  
Full professional