

Tony Mendioroz

Seasoned Product designer, advocate for the user.

OBJECTIVE

Senior/Lead Designer with an opportunity to mentor junior designers.

EXPERIENCE

Meshify Inc., Austin, TX — Sr. UX/UI Designer

MAY 2020 - OCT 2022

Results Highlights -

- Lead Designer on **Insights Dashboard**/ client-facing product to manage, track and report program KPIs and data.
- Quarterbacked the redesign effort for **SensorSignup.com** - microsite for customers to sign up for Meshify sensor program. **10% increase** in program sign ups.

Impact -

- Established Design + Product + Dev Process, allowing for a scalable and repeatable process to drive product development. Is currently adopted for all product efforts.
- Trained the in-house graphic designer in Figma
- Guided Workshop for Insights redesign - 3 days of exploration, iteration, and collaboration to move quickly to create a data & feedback-based product roadmap.

ConsumerAffairs, Austin, TX — Lead UX Designer

NOV 2018 - APR 2020

Results Highlights -

- Spearheaded **ConsumerAffairs.com Rebrand**/ in collaboration with Pentagram (Paula Scher), which resulted in a **10% lift** in conversion.
- Lead the redesign for the **News** section resulting in **2x** conversion.
- Designed the **CA for Brands App**, which resulted in a **16% lift** in engagement in Q1 of 2020.
- Optimized category banner campaign resulting in a **30% increase** in conversion rate.

Leadership -

- Built and managed a 6 person team
- Created the design vision, and guiding principles.
- Instituted processes for PMs, dev leads, and stakeholders to scope and prioritize features, resulting in better communication and collaboration to ship products and features.

CONTACT

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[Portfolio link](#)

SKILLS

Design Leadership
Mentoring
Interaction Design
Prototyping
Usability Testing
Responsive Design
Wireframing
User Flows
Information Architecture
Survey Creation & Analysis
Competitor Analysis
Figma
Sketch App
InVision (prototype & Studio)
Adobe CC
HTML
CSS

EDUCATION

New School of Architecture and Design, San Diego, CA — 2007 - 2010

MA in Technology & Urban Studies

Brigham Young University, Provo, UT — 2003 - 2007

BS in Communications, Spanish

VOLUNTEER

LDS Mission, Bilbao Spain
(Fluent in Spanish)

- Weekly 1:1 with direct reports -enabling personal growth and exposure to leadership and company
- Introduced/Conducted Design Sprints - Resulting in cohesive and innovative design and **12% increase** in conversion rate in forms.
- Strategize and prioritize with senior leadership monthly to coordinate on business goals and prioritization efforts.

CreditCards.com, Austin, TX — UX/UI Designer

AUG 2016 - OCT 2018

Designed consumer-facing products and internal tools including main site, web apps, CMS, and financial reporting system from wireframes to launch. Rebranded **creditcards.com** resulting in a **6% lift** in revenue per approval (RPA) and **5% increase** in revenue per page view (RPV)

Cinsay, Inc., Austin, TX — UX/UI Designer

FEB 2012 - APR 2016

Created user flows, wireframes, mockups, interactive prototypes, and presented designs to clients and leadership teams. Launched the Cinsay Video platform for Mick Fleetwood live streaming concert, resulting in a **6.8% CR** for sales, and an average of \$174 per minute in revenue, and a **530% lift** in fan page engagement.

Aquatic Design Group, San Diego, CA — BIM, Designer

JUN 2006 - FEB 2012

Executed 100+ projects through all phases of design. As a Building Information Modeling (BIM) Coordinator, I facilitated efficient planning, design, and construction among all involved trades. Led training course for 6 coworkers on 3D modeling and rendering.

Made by Tony, Austin, TX — Owner/Designer/Developer

JUN 2005 - PRESENT

My side hustle that ranges from graphic design to website development. **Highlights:** *Geiser Barbering* - **40% lift** in online bookings. *Insitesefs.com* - **180% increase** in unique page visits YOY