

Diana Mendoza Cruz

Senior
Product Designer

KEY CLIENTS

INDITEX
Santander
Ibercaja
Madrid Digital
Telefónica
Ulma
FECI
iPlace
and more.



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Let's talk!

I help teams build digital products that are intuitive, scalable, and accessible, combining strategic UX thinking, a product management mindset, and inclusive design practices (WCAG 2.1/2.2). **With +7 years** leading end-to-end design for **enterprise SaaS and B2B** clients including **Inditex, Santander, and Madrid Digital**, I work upstream to solve the right problems before development starts, contribute to design systems at scale, and teach teams to integrate AI workflows into their practice.

EXP- ERIENCE (Ask for more details)

Digital Transformation & AI Instructor Feb 2026 - Present
Lidera Knowledge S.L.

- **Teaching digital transformation and AI workflow optimization** to business executives, facilitating hands-on CX mapping sessions and mentoring leaders to adopt AI tools (Claude, ChatGPT, NotebookLM, Gemini, Miro, Gamma) for process automation and data-informed decisions.

Senior Product Designer Jan 2020 - Nov 2025
NTT DATA, A Coruña

- **Led end-to-end product design with an accessibility-first mindset** for enterprise-scale platforms (Inditex, Ibercaja, Madrid Digital), working across Agile cross-functional teams (Product, Engineering, QA) to bridge business and user needs into scalable solutions.
- **Influenced product roadmap** by identifying flow inconsistencies and aligning stakeholders around user-centric priorities.
- **Designed and evolved Design Systems** across projects of different scales, from building component libraries from scratch to contributing to enterprise systems used by 20+ teams (Inditex), embedding WCAG 2.1/2.2 standards throughout.
- **Streamlined design to engineering handoff through structured Figma documentation**, increasing sprint delivery speed by an estimated 20–25%.
- **Applied UX research methods with AI-assisted synthesis** to validate design decisions before implementation.
- **Managed the Digital Experience unit in Galicia & Asturias (5–7 people)**, driving mentorship and collaborative team culture.

Senior UX/UI Product Designer Jan 2018 - Feb 2020
Conexiona / IT Capital, Ourense

- **Led visual and digital design across 7 business units simultaneously**, ensuring brand consistency and delivering corporate identity and responsive web presence adapted to each business line.

CER-TIFICATIONS

Digital Accessibility Audits

WeAAre, Online
Mar 2026 - May 2026

Interaction and Research Design Certificate

The Interaction Design Foundation, Online
Feb 2024 - Sep 2025

Google User Experience (UX) Design Certificate

Coursera, Online
Dec 2022 - Jun 2023

First Certificate in English B2

Cambridge English, London
Apr 2015

LAN-GUAGES

Spanish Native

Galician Native

English Advanced

EXP-ERIENCE

- **Redesigned iPlace's visual identity and key functionalities across desktop and mobile**, creating a scalable design system extended to 4 related products, reducing design-to-development time by 35%.
- **Led product discovery for strategic clients**, translating complex requirements into high-fidelity solutions that balanced technical constraints with user needs.

EDU-CATION

Digital Product Manager Jan 2026 - Mar 2026
The Hero Camp, Online

Professional Master´s in graphic design and web animation with a specialization in art direction Nov 2009 - Jan 2010
Cice, Madrid

Master´s in advertising creativity Nov 2006 - Apr 2007
Zinkproject, Valencia

Bachelor´s Degree in advertising and Public Relations Oct 2000 - Sep 2005
Universidad Pontificia de Salamanca, Salamanca

CO-RE SKILLS

Product & UX Strategy

Product discovery • Problem framing • KPI-driven design • Research planning • Service blueprints • Design critique • Roadmap alignment.

UX/UI & Accessibility

User-centered design • Inclusive design (WCAG 2.1/2.2) • Prototyping • Design systems • Interaction design • Usability evaluation.

Process Optimization & Collaboration

Design Ops • Workflow optimization • Cross-functional collaboration (PM, Dev, PO, QA) • Documentation • Workshop facilitation.

Methodologies & Frameworks

Agile (Scrum, Kanban) • Design Thinking • Double Diamond • Design Sprints • OKRs

Tools

Figma • Adobe Creative Suite • Notion • Miro • Jira • NotebookLM • Amplitud • Claude Code • AI prototyping tools (Lovable).