

JULIÁN MÉNDEZ

UX LEAD

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SUMMARY

Enthusiastic of AI 🚀 , fast validation and building solutions for real problems.

Certified **Product Owner CSPO** and **UX Lead** with over 10 years of experience delivering user-centric solutions that balance business goals, technical feasibility, and customer needs. I combine my technical and design backgrounds, translating stakeholder feedback into **clear product requirements** and actionable user stories, ensuring that complex ideas become scalable and intuitive experiences. Whether defining roadmaps, managing backlogs, or leading cross-functional collaboration, **my goal is to be always a step ahead to make sure projects are delivered**. My background in game development shaped my ability to lead creative and technical teams, increase user engagement, and consistently deliver projects that move KPIs.

What sets me apart is my ability to zoom in and out: I can go from leading high-level strategic thinking to provide feedback over design. I can figure out a product strategy, work hands-on in Figma, resolve conflicts, or implement front-end when is needed.

RELEVANT WORK EXPERIENCE

Freelance Product Manager

📅 Oct 2024 - Present

- **Brainlane (Web App):** Support their mission to path a safe transition for all Life Long Learners in the Netherlands. Primarily helping with the product strategy, backlog management and product design reworks.
- **Borderly+ (Web App):** Helping to transform custom clearance into smart money saving opportunities, by optimizing the feedback flow, setting up a concrete value proposition and manage the roadmap of their B2B platform.
- **Monii (Mobile):** Helping to solve the Financial Literacy problem by the use of LLMs and financial open data. Main contribution included User Research, Wireframes, Visual Design, Prototypes and Product design cycle.

Head of Product

📅 Jan 2024 - Jan 2025 | 📍 Teravision Games

- Acted as Product Owner across multiple projects, leading the definition of product requirements and user stories.
- Owned and managed the backlog across multiple initiatives, prioritizing features that aligned with both business KPIs and customer needs.
- Balanced stakeholder needs and technical constraints, ensuring that features aligned with both short-term KPIs and long-term product strategy.
- Delivered projects from concept to release, applying UX principles and cross-functional collaboration
- Drove collaboration across content, design, engineering, and leadership team, ensuring clear communication, smooth delivery, budget optimization, and shared ownership.
- Mentored over 15 team members and implemented scalable workflows that improved team output and consistency.

UX Lead

📅 Dec 2020 - Dec 2023 | 📍 Teravision Games

- Led the UX design of complex features, developing user-centric solutions grounded in research, A/B testing, and partner feedback.
- Collaborated with product managers and engineers to write detailed user stories, define acceptance criteria, and break down complex tasks.
- Managed backlog, ensuring timely delivery of high-impact features and improvements tied to key performance metrics.
- Used data insights and user behavior analysis to refine journeys and increase engagement across platforms.
- Drove strong collaboration and communication between departments, balancing technical constraints and creative intent.
- Implemented front-end features, focusing on optimizing user experience, user input, performance, and tech art considerations.

UI Designer / UX Developer

📅 Sep 2019 - Dec 2020 | 📍 Teravision Games

- Worked closely with product teams to turn abstract goals into tangible UI/UX features, building interface components to production code.
- Supported the full design cycle: from gathering feedback to creating requirements, prototypes, and final implementation.
- Developed intuitive, visually coherent UI systems that improved clarity, accessibility, and user retention.
- Constantly optimized front-end solutions, improving performance and communication across teams by connecting design with development realities.

Technical and Visual Development Designer

📅 Nov 2017 - Dec 2020 | 📍 StudioBando, Inc.

- Designed and implemented end-to-end UI and UX systems in Unity (C#), defining user flows, interactive components, and animation to ensure a seamless player experience.
- Translated visual direction and player feedback into actionable requirements and user stories, ensuring features met gameplay, aesthetic, and performance goals.
- Designed all marketing material, including iOS & Android promo screenshots, promo creatives and banners.

Visual Development Designer

📅 Feb 2015 - Sep 2017 | 📍 BebopBee, Inc.

- Delivered immersive and visually cohesive environments, developing models, textures, lighting, and effects based on project art direction and gameplay requirements.
- Designed color palettes and lighting schemes aligned with player experience goals and platform performance constraints.
- Managed marketing material for the Appstore



ACHIEVEMENTS

- **Launch 11 product titles** across mobile, PC, VR, and console.
- **\$11M+ in revenue** with the last launch title, achieving review scores above 7 across major gaming outlets.
- **Microsoft Game Pass featured titles twice**, including an exclusive title.
- Other titles with accolades such as:
 - App Store **“Best new game”**
 - App store **“Edito’s Pick”**
 - Google Play **“Editor’s Choice”**

SKILLS

- Product Management
- User Experience UX
- Backlog Management
- User Research, A/B testing
- User Stories and Jobs To Be Done
- Technical Requirements
- Cross-Functional Leadership
- Road Mapping
- Agile Workflows
- Creative Direction
- Front-End Development (C#, React)
- User Interface UI (Figma, Adobe Suite)

EDUCATION

- **Certified Scrum Product Owner® CSPO**
Scrum Alliance 2025
- **LCI Bogotá**
Bachelor Degree - Digital Design
2010 - 2013
Bogotá
- **Udemy Academy**
Complete C# Unity Developer - Course
2018
- **Schoolism**
Character design mentoship with Daniel Arriaga
2015 - 2016
- **CGMA**
Design Mentorship with Nate Wragg
2013