

Angel Mendieta Moreno

Senior Product Designer

Multidisciplinary designer with 4+ years of experience crafting user-centered digital products across fintech, healthcare, and e-commerce.

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Experience

Chase, Product Designer - Chase Offers & Shopping

May 2023 / Current

Owned end-to-end redesign of core Chase Offers feature, driving a 14% lift in engagement among targeted cardholders.

Partnered with UX researchers to build testable prototypes and define research questions, using findings to advocate for customer needs, contributing to a 3% increase in offer redemption.

Led design for Apple's integration into The Shops at Chase, owning the end-to-end experience from discovery to handoff, partnering directly with Apple's design team and internal PMs/engineers.

Operated as one of 3 designers on the Offers & Shopping team, partnering with multiple PMs and engineers across concurrent projects.

YuzuYello, Experience Design Strategist

Nov 2022 / May 2023

Collaborated with Senior Experience Strategist and our Pharma client to map end-to-end patient service blueprints, journey maps, and personas for ultra-rare condition treatments.

Conducted extensive qualitative research, including social listening, and community forums, to surface unmet needs around treatment adherence and the patient experience.

Delivered service blueprint and contributed to defining strategic pillars for the client's experience

R/GA NY, Associate Experience Designer

May 2021 / Nov 2022

Served as a core contributor on a CVS Health product, owning work across the full design process, including research, wireframing, journey mapping, and user story creation, while collaborating closely with the Lead designer.

Designed to WCAG AAA accessibility standards, addressing visual, contrast, and cognitive accessibility requirements.

Prototyped an internal tool concept for a financial services client's investors, translating complex workflows into a clear interactive experience.

Education

Fashion Institute of Technology

Advertising and Digital Design BFA (2021)

Skills

Design

Wireframing

Design Systems

Prototyping

Motion Design

Branding

Illustration

Competitive analysis

User research

Personas

Journey Maps

Vibe coding (Figma Make,

Claude Design Code)

HTML/CSS/Basic JS

Bilingual: English and Spanish

Tools

Figma/Sketch/Adobe XD

Rive/Lottie/Adobe After Effects

Adobe Illustrator

Adobe Photoshop