ANDRÉS NEIDL MENA

hello@andresnm.com | linkedin.com/in/andresneidl | andresnm.com | Remote, EU/US time zones

I design products where the hard part sits under the UI: data, roles, rules. I work from research and AI-built prototypes through shipped software. Authorized to work in the US and EU.

EXPERIENCE

Product Designer | iankha — Apr 2024 – Present

12-person AgTech startup. As the founding team's solo designer, I work on the whole product line, from core B2B platforms to internal operations tools.

- Designed a web platform that crosses multispectral drone imagery with field records, plus a crop-health indicator that factors in recent field work. Live with 2 clients; 500+ activities logged.
- Reframed a note-taking brief into a mobile and desktop task system after 10 contextual inquiries revealed under-reporting. Live in 20+ greenhouses; saves technicians 1.5–2 hours a week; SUS 89 (n=4).
- Replaced handwritten quality-grading logs with a glove-friendly phone and tablet flow, built in 2 weeks. Live on 2 farms; saves supervisors 30–40 minutes a day.
- Designed a pricing model and built a quote generator with Claude Code, cutting proposals from 1–3 hours to under a minute; used by all 4 sellers.
- Built the company design system in Figma and carried it into React components with Claude Code. Handed off tokens, prototypes and functional specs that cut a planned 4-week build to 2.

UX Designer & Client Strategist | Spotkick — Jun 2021 – Apr 2024

8-person startup bringing technology platforms to enterprise and banking clients.

- Managed the implementation of a banking product that reached 370K devices, 90% of the bank's digital users: onboarding, account management and working sessions with the bank's teams over 3+ years.
- Closed and retained all 8 enterprise accounts, the company's main revenue, using flows, wireframes and presentations to explain complex products to executives.

UX Designer | Grupo Link/Hiberus — Sep 2019 – May 2021

100-person software development agency in Ecuador, serving telecom, fintech, health and banking clients.

- Led a 3-person team through user interviews and competitive analysis on a pro-bono evaluation; presenting it to a second insurer won the agency a paid 3-month engagement.
- Designed and shipped the captive portal UI for Claro and Movistar, which gave SMS users free data in exchange for watching ads.
- Wrote 8+ functional specs (data models, user flows, interaction logic) for development teams across telecom, fintech and health projects, including a banking intranet.

FREELANCE

- **Web Developer** (2023 – 2024): Built 2 Shopify stores (Harrow Sports, Northland Lacrosse) and a Webflow site (Ease Practice) from provided designs, as sole developer.

SKILLS

UI & Systems: Figma (components, variants, auto layout, variables, prototyping), design systems, high-fidelity UI, data-dense and multi-device interfaces

Research: Contextual inquiry, user interviews, usability testing, accessibility

Build & AI: Claude Code, Codex, AI-built coded prototypes, HTML/CSS, Shopify, Webflow

Competencies: Cross-functional collaboration, executive communication, client presentations

Languages: English (Fluent), Spanish (Native)

EDUCATION & CERTIFICATIONS

B.A. Literature & Philosophy (Double Major) – Loyola University New Orleans, 2016

Certifications: Google UX Design Specialization (2024–2025), Digital Transformation (MIT Sloan, 2019), Software Development (Loyola Business School, 2017)