Michael Mendez | mike-mendez.com **design.mikemendez@gmail.com | 551-482-6205**

Lead product designer with over a decade of experience who has shaped LG's DTC e-commerce business since its launch, designing everything from navigation and search to shopping and checkout. I work cross-functionally from research through high-fidelity prototypes, using analytics like A/B tests and heat maps to guide decisions, and I maintain the design system our engineers build from. My design process is AI-native: I move between Figma and Claude to design and build prototypes, so product and engineering collaborate with me on working builds, not static screens.

EXPERIENCE

Lead Product Designer | LG Electronics *(Staffed via HSAD)* Oct 2022 — Present

Lead a team of 3 designers while staying hands-on in the work, and serve as LG's day-to-day design point of contact. I run intake, priorities, and assignments, maintain the design system our engineers build from, and present the team's work to LG leadership and executives.

AI Design Workflow and Design System

Lead how our team brings AI into design, from prototype to engineering handoff.

- Prototype in Claude Code and share working builds through Storybook, so partners react to real interactions and engineering starts from code
- Lead our design system migration, rebuilding the component library engineering and QA depend on

LG.com Navigation and Discovery

Led the redesign of LG.com's global navigation, an experience that had grown to 238 links.

- Ran A/B tests to validate design decisions, driving **+61%** category page views and **+27%** search clicks
- Built a new content hierarchy framework that created more merchandising opportunities
- Turned product filter data into Guided Discovery, helping shoppers narrow a large catalog

LG.com Mobile Optimization

Redesigned LG.com's product listing and product pages for mobile as mobile traffic grew, helping drive an **8%** conversion lift.

- Used Clarity heat maps, scroll depth, and customer feedback (VOC) to find where the mobile experience was failing
- Redesigned product cards, moving engagement from **13.5% to 33%** and scroll depth from **32% to 79%**
- Defined a new sticky filter pattern that cut scroll fatigue and more than doubled filter usage
- Restructured the product page, taking above-the-fold engagement from **12.97% to 32.97%**

AI Comparison Summary

Designed the AI layer of our comparison experience, turning spec-heavy product data into plain recommendations for shoppers.

- Proved the concept before any engineering investment by simulating the AI experience through A/B tests
- Drove **+25.22%** conversion and **+25.48%** average order value in testing, winning buy-in for the full build, now live at scale

LG Internal Portal

Building internal tools with Claude Code to improve collaboration and efficiency for internal operations, handed to engineering as working builds.

- Built a compliance validator that gives marketing a first-pass legal review on uploaded assets before formal submission

Sr. Product Designer | LG Electronics *(Staffed via HSAD)* Mar 2018 — Oct 2022

Designed LG.com's shopping, checkout, and search experiences, plus the platform's first design system.

Highlight: rebuilt LG.com's search experience end to end, from keyword entry to filtered results, increasing conversion by **90% YoY**.

Art Director | HSAD Agency Mar 2014 — Mar 2018

Content design for LG.com campaigns. Worked on “OLED is Here,” which won LG's 2016 Global Best Practices Award for Digital Platform Campaign and Communications, as LG's luxury TV market share grew from **6% to 31%**.

SKILLS

Interaction Design, UX Strategy, Design Systems, Design Language, User Flows, Wireframing, Information Architecture, High-Fidelity Prototyping, AI Prototyping, A/B Testing, Design Leadership, Cross-Functional Collaboration

TOOLS

Figma, Claude Code, Storybook, GitHub, Vercel, FullStory, Clarity, Jira

EDUCATION

St. John’s University
B.F.A Graphic Design
Cum Laude