



BLANCA JOCELINE MENDOZA

Certified UX Designer and Digital Marketing specialist with a background in Industrial Engineering. Passionate about creating digital experiences that connect people and brands through usability, engagement, and strategic design.

UX & MARKETING SKILLS

- Wireframing & Prototyping
- User Research & Usability Testing
- Information Architecture
- Interaction Design
- Visual Design
- Content Strategy & Branding
- Social Media Marketing
- Storytelling
- SEO & Web Analytics
- Market Research

SOFTWARE

Figma	
Adobe XD	
Illustrator	
HTML/CSS	
JavaScript	
Canva	
Google Analytics (GA4)	

DATOS DE CONTACTO

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EDUCATION AND QUALIFICATIONS

Master's in Digital Marketing

UNIR - Universidad Internacional de la Rioja (Spain)
2025 - Present

Meta Front-End Developer Professional Certificate

Coursera
Nov 2023 / Jul 2024

User Experience (UX) Design Professional Certificate

Coursera
Sep 2022 / May 2023

BSC Industrial Engineer

Tecnológico Nacional de México
Mar 2012 / Mar 2016

WORK EXPERIENCE

Manufacturing Engineer

IBM - Guadalajara, Mexico
Mar 2017 / Mar 2020

- Designed and optimized production processes for high-quality data servers, ensuring operational excellence and efficiency.
- Led cross-functional documentation and process improvement initiatives, enhancing workflow consistency and communication.
- Collaborated with development teams to introduce new products, evaluate manufacturability, and improve design-to-production transitions.
- Applied analytical and user-centered approaches to identify improvement opportunities – experience that strengthened my systems thinking and problem-solving skills.

Intern of Power Systems

IBM - Guadalajara, Mexico
Jun 2016 / Mar 2017

- Updated and improved Build Instruction documentation to enhance usability for technicians and reduce assembly errors.
- Supported migration from MAPICS to SAP, ensuring accuracy in engineering change management and production documentation.
- Created visual process guides that improved comprehension and efficiency on the manufacturing floor.