

GENGHIS MENDOZA

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Senior Product Designer | Monetization Platforms, Developer Tooling & Multi-Sided Systems

Senior Product Designer with 15+ years of experience architecting large-scale systems, high-density tooling, and multi-sided platforms serving billions of global users. Proven expertise leading UX strategy at Google for global identity infrastructure (3B+ MAU) and founding creator-driven digital platforms. Adept at bridging technical feasibility, business outcomes, and high-craft interaction design across cross-functional partners in Product, Engineering, Research, and Data Science.

Core Competencies

- **Product & Systems Strategy:** Multi-Sided Marketplaces, Monetization & Ads Tooling, Platform UX Strategy, High-Density Dashboards & Workflows, Complex State Management.
- **Craft & Prototyping:** End-to-End UX/UI, Rapid Prototyping (Figma, AI Prototyping Tools, Code/Web), Foundation Design Systems, Information Architecture, Data-Informed Iteration.
- **Collaboration & Leadership:** Cross-Functional Alignment (PM, Eng, Research, Data Science), Executive Communication & Storytelling, Design Mentorship, Lean Experimentation.

Professional Experience

Google | San Jose / Mountain View, CA

Senior Interaction Designer – Identity, Core Systems & Platforms | November 2021 – September 2026

- Lead end-to-end UX architecture and design direction for authentication and onboarding infrastructure serving 3B+ monthly active users and over 88B monthly page views across web, mobile, TV, and automotive surfaces.
- Architect scalable UX frameworks and multi-state component specifications in Figma for global surfaces, collaborating closely with Foundation Design Systems to maintain craft, accessibility, and platform coherence.
- Partner cross-functionally with Product, Engineering, Security, and Data Science to navigate complex global regulatory constraints, delivering intuitive sign-in flows that contributed to **\$300M in cost avoidance** (SMS abuse mitigation).
- Collaborate with UX Research to define and design an **Agentic Permissions Framework**, establishing governance models for automated and third-party account authorizations.
- Standardize design system governance, hosting weekly cross-functional partner design critiques, managing change protocols across internal teams (such as YouTube), and maintaining comprehensive Figma sticker sheets and component libraries.
- Prototype multi-surface interaction models for novel authentication experiences (including Passkeys, QR-code device pairing, and consumer onboarding).

Trianz | Bay Area, CA

Principal UX Architect / Senior Consultant – Enterprise & SaaS Platforms | December 2019 – November 2021

- Led end-to-end UX architecture and design consulting across SaaS, Financial Services, and Insurance verticals, championing the Trianz Digital Studio methodology across research, rapid ideation, and validation.
- Architected **Evo**, a database migration platform for the Looker & Snowflake ecosystem, designing interactive workflow tooling that reduced migration planning cycles from one month to under a day.

- Directed user and stakeholder research to design a centralized single-page digital hub/intranet, enabling seamless cross-team collaboration and business continuity during distributed pandemic operations.
- Facilitated multi-framework design thinking and innovation workshops with client executives, defining core problem spaces and aligning cross-functional teams around high-impact solution roadmaps.
- Mentored and grew a distributed team of junior designers, leading daily standups, establishing design critique rituals, and standardizing remote design operations.

GE Digital | San Ramon, CA

Senior UX Designer – Predix Platform & Industrial IoT | September 2015 – January 2018

- **Predix UI Design System:** Co-created the core UX foundations and component specifications for the Predix Design System, designing data-dense interaction patterns including Data Tables, Range Selectors, Context Browsers, and Visualizations used across GE verticals (Power, Aviation, Oil & Gas).
- Established internal contribution models, design guidelines, and developer-readiness criteria to scale component adoption across dozens of cross-functional engineering teams.
- **Manufacturing Tooling:** Designed cloud-based data capture and operational intelligence tooling, conducting ethnographic research on plant floors to eliminate manual workflows and save operators 24 hours of manual logging per week.
- **Patented Innovation:** Co-inventor of US Patent #20170221011 for systems and methods managing network-connected industrial assets using real-time, event-driven data interfaces.

Mixcrate.com | San Francisco, CA

Co-Founder & Head of Product Design | October 2009 – December 2016

- Co-founded and designed a global digital audio platform and creator marketplace, scaling the product organically to **650,000 monthly active users and 7M+ monthly page views**.
- Designed dual-sided experiences catering to both content creators (DJs uploading tracks, analyzing engagement, managing metadata) and listeners (discovery, playback, community interaction).
- Built monetization and content expansion channels via [\[mixcrate.com/news\]\(https://mixcrate.com/news\)](https://mixcrate.com/news), securing partnerships with editorial contributors and evaluating creator revenue models.
- Designed responsive web and mobile web applications, iterating rapidly using Lean Startup methodologies, user testing, and front-end prototyping.

Telenav | Sunnyvale, CA

Lead UX Designer – Connected Car & Embedded Systems | October 2013 – June 2014

- Designed connected navigation workflows and HMI frameworks for Tier-1 automotive partners, including Toyota, GM (Cadillac, Denali), and Ford.
- Built interactive hardware-software prototypes and led rapid usability studies to test driver distraction and multi-modal interactions.

AOL (AOL Hatch) | Palo Alto, CA

Director of Product Management / Innovation | May 2010 – March 2011

- Led a multidisciplinary incubation team prototyping rapid social, consumer, and developer products across Patch, AIM, and MapQuest.
- Established a Lean Startup experimentation framework across product divisions, driving modern API developer best practices.

Yahoo! Inc. | Sunnyvale, CA

Manager / Senior Front-End Engineer | June 2002 – May 2007

- Managed front-end development for Yahoo! 360 and Yahoo! Personals, helping establish company-wide

interface engineering standards that contributed to the creation of the Yahoo! User Interface Library (YUI).

Community Leadership & Initiatives

Holy Spirit School & CYO | Fremont, CA

School Board Marketing Chair, Parent Club President & CYO Coach | November 2017 – Present

- Developed and executed a 5-year multi-channel marketing, social media, and digital communications strategy, overhauling web platforms and introducing modern communication tools (ParentSquare).
- Created and taught an after-school User Experience Design curriculum introducing elementary and middle school students to design thinking and interaction fundamentals.
- Coach youth basketball and volleyball teams, mentoring athletes on teamwork, leadership, and resilience.

Education & Patents

- **Loyola Marymount University**
- **US Patent #20170221011:** System, Method, and Machine-Readable Medium for Managing Network-Connected Industrial Assets (Granted August 2017)