

Mirsha Balderas

Product UX/UI Designer with 10+ years in visual and digital product design, enterprise SaaS & design systems.
Dublin, IE · Authorised to work in Ireland
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Experience

UX/UI Designer

~25% Time Reduction for Handoff

Ocumetra | Sept 2023 – Apr 2026

Led end-to-end UX/UI design for a clinical SaaS platform and marketing website, from UX strategy and prototyping to responsive design, developer handoff, and design QA. Designed complex data visualisations and decision-support interfaces within a regulated clinical environment, applying UX rigour comparable to financial and compliance-driven product contexts. Owned and evolved the design system and component library across a multi-surface SaaS product, partnering with engineering and product stakeholders to deliver scalable, consistent, and accessible experiences. Contributed to the design system and component library, establishing WCAG-aligned accessibility patterns and responsive standards across clinical and marketing surfaces. Integrated AI tools (ChatGPT, Claude, Figma Make) into the design process for rapid prototyping, content iteration, and workflow exploration, reducing design-to-dev handoff cycles by approximately 25% and accelerating iteration speed.

Desktop Publisher

45+ Legacy Docs Restructured

Smartbox | Apr - Sept 2023

Standardised typography systems and layouts across print and digital environments, improving brand consistency and readability. Optimised production workflows using Adobe InDesign and Illustrator, reducing delivery time while maintaining high-quality output. Restructured 45+ legacy internal documents and knowledge assets, enhancing clarity and onboarding efficiency.

Graphic and UX/UI Designer

+43% Social Engagement

Siopaella | z

Redesigned the mobile app UX, improving usability and increasing user engagement by 30%. Developed a cohesive cross-channel brand system across digital and print assets, strengthening visual identity consistency. Led the visual storytelling strategy across social media channels, contributing to a 43% increase in engagement.

Education

MBA in UX/UI Design

Núcleo Digital School
2021-2022

BA in Graphic Design

Univ. Autónoma de
Aguascalientes · 2008-2012

Certifications

Service Design

Ux Research

PM Foundations

Design Thinking

Ui Components

Design Accesibility

Uxcel.com 2024 - Present

Core Metrics

Handoff Cycle Reduction

~ 25 %

Reduced time from wireframe to dev-ready spec by 2–3 days per feature - Ocumetra

User Engagement Lift

+ 30 %

Mobile App- Siopaella

Social Engagement Increase

+ 43 %

Visual Strategy - Siopaella

Legacy Docs Restructured

45 +

Onboarding Efficiency · Smartbox

Core Skills

Figma, UX Strategy, UI Design, Design Systems, AI-Assisted Workflows (ChatGPT, Claude, Figma Make), Data-Driven Design, Accessibility (WCAG 2.1), Responsive Design, Clinical Data Visualisation, Adobe Creative Cloud, Brand Design, Native Spanish Speaker, Design QA, User-Centred Design, HTML/CSS/JavaScript Knowledge Component Documentation, Usability Testing, SaMD Regulatory Awareness, Jira, Confluence, Clinical & Regulated Platform Experience, Agile, Scrum.