

Yhosemar Mendez

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[Online Portfolio](#) | [Linkedin](#)

Product Manager | User Research

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|---------------|-------------|---------------|----------------------|-----------------|
| Innovative | Intuitive | Design System | Well-organized | Leadership |
| Collaboration | Flexibility | User Research | Communication skills | Problem-solving |

Education

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|----------------------------------|------------------------------------------------|---------------|
| MS Food Innovation | University of Modena and Reggio Emilia (Italy) | (2016 – 2017) |
| MS Agrofood Chain Studies | University of Toulouse III (France) | (2014 – 2016) |
| BE Chemical Engineering | University of Simon Bolivar (Venezuela) | (2005 – 2011) |

Work History

Founder & Consultant, [User Enablers](#) (Miami, FL) **(Feb 2018 – Present)**

- **User Enablers**, provides guidance and support to entrepreneurs and businesses in several fields (i.e., food brands, legal assistance, e-commerce, packaging, electric vehicles, non-governmental organizations) mastering the foundations of innovation, product development, design thinking, and user research methods.

Product Manager, [Nanos by Kubrio](#) (Remote // Part-time) **(Sept 2021 – Present)**

- Nanos is an on-demand courses community powered by Kubrio, designed for self-directed kids & teens to help them explore new interests and master new skills.
- As Product Manager, responsible for gathering and prioritizing product and customer requirements, defining the product vision, and working closely with software development, marketing and education to ensure revenue and user satisfaction goals are met.

Market Researcher, [Bttr](#) (Remote // Freelancer) **(Jan 2022 – Present)**

- **Bttr** is a New York-based product design company. In this role, I moderate interviews and analyze surveys to gather customer intelligence insights for clients in pharmaceuticals and fast consumer goods, identifying opportunities to generate growth, sales, and loyalty.
- As well as being part of their team, my contributions allowed Bttr to make localization recommendations to optimize clients' products and business models in the LATAM region and reduce their investment risk.

User Researcher, [Adam Fard](#) (Remote // Freelancer) **(Jan 2021 – Present)**

- **Adam Fard** is an Agile UX Design Agency. I lead user research activities on this team, helping our team and clients study target audiences, collect user feedback, and detect challenges along their journey.

Learning Experiences Architect, [Kubrio](#) (Remote // Full time) **(Dec 2019 – Sep 2021)**

- **Kubrio** is an online, self-directed school, meaning students can choose what they want to learn and participate in. In this role, I acted as a lead service designer and mentor for the development of more than 60 learning experiences for students aged 8-18.

Food Innovation Specialist and Researcher, [University Boku](#), Vienna (Austria) **(Sep 2017 – Feb 2018)**

- Acted as Design Thinking Coach for working teams (students, staff members, and companies in partnership with BOKU)
- Responsible for the end-to-end management of research projects relating to edible insects, revaluation of food waste, and the use of meat substitutes.

Researcher, [Future Food Institute](#), Bologna (Italy) **(Jan 2017 – July 2017)**

- Developed professional expertise by serving as a full-time consultant for various companies, NGOs, and entrepreneurs in innovation challenges all-around food topics.
- Designed and built prototypes, user research, benchmarking, scenario planning, interviewing experts, and reviewing the literature.

Projects included:

- **[2017 Food Innovation Global Mission](#)**: Traveled around the world for 60 days to conduct research and interviews with specialists and thought leaders to gain an understanding of meat-related issues and alternative protein sources (insects, plants, and in-vitro meat).

Environmental Consultant, Vepica (Venezuela) **(Nov 2011 – Aug 2014)**

- Played a key role across all engineering stages of projects (conceptual, basic, and detail) relating to waste management and soil remediation.

Additional Training

- **Conducting Usability Testing**: The Interaction Design Foundation (2021)
- **Adoption and Appropriation**: The Interaction Design Foundation (2021)
- **Design Thinking**: Training provided by Food Innovation Program, IDEO, Stanford d.School, Kyoto Institute of Technology, among other instructors. (2017)
- **Food Packaging Technology**: University BOKU, Vienna (2016)
- **Automatic Identification Technologies in Food Industry**: University BOKU, Vienna (2016)
- **Entrepreneurship & Agribusiness**: Bucharest University of Economic Studies. (2015)