

# Kai Mendoza

## Product Designer | UI-UX

Graphic and UX Designer crafting inclusive, intuitive experiences that balance creativity and function to bring ideas to life through compelling visuals and interactive design.

## Education

### University of Michigan

Bachelor of Fine Arts in Graphic Design

Minors in Business & UX Design

GPA: 3.503

Graduated with Honors May 2025

### UAL, Central Saint Martins

Graphic Communication Design

September - December 2023

### Atlanta International School

IB Bilingual Diploma in Spanish

Graduated May 2020

### Google UX Certificate

Obtained Dec 2024

## Skills

- User Interface Design
- User Experience Design
- Information Architecture
- Design Thinking
- Design Systems
- Wireframing
- Prototyping
- Usability Testing
- Storyboarding
- Brand Identity
- UX Research
- Spanish Working Proficiency
- Chinese Elementary Proficiency

## Toolkit

Figma - Adobe Suite (Illustrator, Photoshop, InDesign) - Miro - HTML/CSS (Beginner)

<https://kaimend.myportfolio.com>

<https://www.linkedin.com/in/kaimendoza/>

Kaimend@umich.edu

404-884-1464

## Work Experience

### Creative Intern

University of Michigan Athletics | May - Jul 2024

- Created fresh visual themes for the upcoming season.
- Designed initial drafts for game-day graphics, team merchandise, and promotional materials.
- Experimented with and produced motion graphics for sports highlights and digital content.

### Digital Accelerator (Unpaid Intern)

Stanley Black & Decker | June 2018

- Worked with graphic/UI designers to learn the design process; created concept art and a logo for a game.
- Collaborated with a team developing a stadium crowd control concept; designed the diagram and logo.

## Highlighted Projects

### Dublease Prototype & Styleguide

Senior Studio 402 | Aug - Dec 2024

- Created a high-fidelity leasing app prototype with a connected style guide for branding.
- Designed a detailed user experience for college student leasing through usability testing and the design process.
- Utilized a mascot and logo for brand recognition in the app.

### Farm Stop Brand Identity Redesign

Visual Identity & Branding 349 | Jan - Apr 2024

- Refreshed Argus Farm Stop's brand identity to enhance visual appeal and align with local, sustainable values.
- Created a cohesive set of brand assets, including a new logo, style guide, and mockups to boost brand recognition.

### Smart Park Hi-Fidelity App Prototype

Senior Studio 402 | Jan - Apr 2024

- Developed a high-fidelity digital prototype for an app named Smart Park.
- Aimed to streamline the parking process by addressing the frustration of finding open parking and timing the trip.

### Stop Asian Hate Campaign (Sophomore Review)

Second Year Studio 220 | Jan - Apr 2022

- Designed and created a series of digital posters for a Stop Asian Hate campaign.
- Centered around anti-Asian discrimination experienced by family, friends, and me.