

Kai Mendoza

Experience Designer
Atlanta, GA

(404) 884-1464
kaimend@umich.edu
Portfolio: www.kaimendoza.com
LinkedIn: kaimendoza

EXPERIENCE

UX Designer (Contractor)

Inovar Health Inc. – Atlanta, GA
May 2025 - Present

- Redesigned **9** unique screens for the Pilot Fish app using a cohesive **brand identity** and intuitive navigation, reducing user **task completion time**.
- Created **8** custom **proof-of-concept** screens for Meal PlanR with a complete **design system** (color schemes, typography hierarchy, icons, and buttons) and a custom **AI chatbot logo**.
- Designed **10** unique medal icons to **gamify** learning and increase user engagement for the Meal PlanR e-learning platform.

Creative Intern (Victor's Internship Program)

University of Michigan Athletics – Ann Arbor, Michigan
May 2024 - July 2024

- Developed **8** designs, including **5** promotional **graphics** and **3** merchandise concepts for the 2024-25 season's **visual theme**.
- Produced a **7-second** motion graphic, incorporating **rotoscoping** and hand-drawn animation for digital sports content.
- Collaborated with **4** interns and **1** supervisor, gaining experience in **cross-functional** teamwork while delivering assets on a **schedule**.

Digital Accelerator (Unpaid Intern)

Stanley Black & Decker – Atlanta, GA
June 2018

- Designed concept for a 16-bit game, creating **2** custom characters with animation cycles and **9** animated power-ups with pixel icons.
- Developed **2** product logos and an **interactive diagram** supporting Stanley Seamless Access Control and Stanley Seamless Crowd Control initiatives.
- Collaborated** with UI designers and a **cross-disciplinary** team of **5**, gaining design workflow experience and collaboration skills.

PROJECTS

Dublease Prototype & Styleguide

Senior Studio 402 – August 2024 - December 2024

- Designed a **high-fidelity** leasing app prototype with a connected style guide, mascot, and logo for strong **brand recognition**.
- Developed and tested a user experience tailored to college student leasing through **usability testing** and **iterative design**.

Farm Stop Brand Identity Redesign

Visual Identity & Branding 349 – January 2024 - April 2024

- Refreshed Argus Farm Stop's **brand identity** to enhance visual appeal and reflect local, **sustainable** values. Developed cohesive **brand assets**, including a new logo, style guide, and mockups, to strengthen **recognition**.

DESCRIPTION

Experience designer striving to craft inclusive, intuitive experiences that balance creativity and function to bring ideas to life through compelling visuals and interactive design.

DESIGN SKILLS

User Interface Design
User Experience Design
Information Architecture
Design Thinking
Design Systems
Product Design
Wireframes
Prototypes
Usability Testing
Brand Guidelines
Brand Identity Design
UX Research
Front End (HTML, CSS, Javascript)
Figma
Adobe Photoshop, Illustrator, & InDesign

PROFESSIONAL SKILLS

Collaboration
Communication
Empathy
Product Management

LANGUAGES

English (First Language)
Spanish (Working Proficiency)
Chinese (Elementary Proficiency)

EDUCATION

Bachelor of Fine Arts, Minors in Business & UX Design

University of Michigan, Ann Arbor
Graduated May 2025 with Honors
Study Abroad at UAL, CSM

CERTIFICATES

Google UX Certificate
December 2024