

Kai Mendoza

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

EXPERIENCE

UX Designer (Contractor)

Inovar Health, LLC – Atlanta, GA

May 2025 - Present

- Redesigned the PilotFish student connection app with a modern **design system** and navigation update, improving **onboarding clarity** and **reducing user task time** by an estimated 22%.
- Developed PilotFish's new **front-end** using React Native and TypeScript, implementing scalable **UI components** and collaborating with **backend** engineers for full app integration.
- Created **proof-of-concept** screens for an **e-learning platform** supporting parents of children with eating aversions to support early product pitching and **stakeholder interest**.
- Built a complete **design system** (color, type, icons, & components) from scratch, as well as a custom **AI chatbot experience** and **logo**.
- Designed **engagement assets**, including gamified badges and progress markers, contributing to a projected **20%** increase in **learning completion** based on comparable e-learning models.
- Collaborated with a **cross-functional team** to streamline **user flows** and support end-to-end **product development**.

Graphic Design Intern

University of Michigan Athletics – Ann Arbor, Michigan

May 2024 - July 2024

- Developed promotional **graphics** and **merchandise concepts** used in **4 official posts** for the 2024-25 season's **visual theme**.
- Produced a **motion graphic** incorporating **rotoscoping** and hand-drawn animation to support **digital sports content**.
- **Collaborated** with other departments, using the Michigan athletics **design process** to deliver high-quality assets on a **schedule**.

Digital Accelerator (Intern)

Stanley Black & Decker – Atlanta, GA

June 2018

- Designed a concept for a 16-bit game, creating 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 and Crowd Control initiatives.
- **Collaborated** with other designers and a **cross-disciplinary** team in a **design sprint** to **conceptualize** a new product.

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**.

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DESIGN SKILLS

User Interface Design
Information Architecture
User Flows & Journey Mapping
Design Thinking
Design Systems
Product Design
Responsive Design
Wireframes
Prototypes
Usability Testing
Brand Guidelines
Brand Identity Design
UX Research

TOOLS

Front End (HTML, CSS, Javascript)
Figma
Adobe Photoshop, Illustrator, &
InDesign

PROFESSIONAL SKILLS

Collaboration
Communication
Empathy
Stakeholder Management

LANGUAGES

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

EDUCATION

BFA in Graphic Design, Minors in Business & UX Design

University of Michigan, Ann Arbor
Graduated May 2025 with Honors
Study Abroad at the University of the Arts London, Central Saint Martins Graphics Course

CERTIFICATES

Google UX Certificate

December 2024