



Allie Mendes

www.alliemendes.com

A designer & media lover based in Portugal, specializing in UI/UX.

 alliemendes.design@gmail.com

 <https://www.linkedin.com/in/allie-mendes/>

 <https://dribbble.com/AllieMendes>

Work Experience

2024 > Present

UX Product Designer at [Liminal](#)

Increased retention by 15% since joining through the following initiatives and responsibilities:

- Lead Designer of Link's Design System, driving its growth and adoption.
- UX & Product Designer for Liminal's AI driven platform Link, shaping experiences through research, prototyping, and iterative design.
- Advocate for data-informed Design, leveraging tools like Mixpanel to measure success and improve user engagement.

2022 > 2024

Product Designer at [Tailwarden](#)

Owner of the branding of the company

- Designed logos for the company's products, Tailwarden and Komiser.
- Established the branding guidelines document.
- Created company goodies for the employees and contributors.

Lead Designer of the open-source product Komiser, with 4M+ downloads

- Redesigned the Komiser platform and restructured the Komiser Docs.
- Designed 5+ new major features.
- Designed the Komiser website, supporting the Product Launch of 2023.
- Developed a well-documented Design System.
- Collaborated with a global community of 60+ open-source developers.

Support Designer of the high-end product Tailwarden

- Reviewed wireframes and features through a detailed Design process.
- Worked closely with a senior Product Designer to improve the Design files organization and improve collaboration with the Tech team.

Graphic Designer

- Provided thumbnails and visual assets to support content creation.
- Designed social media assets for the company's profiles and socials.

Content Writer & Design Advocate

- Wrote blog posts reflecting my experience and good design practices.
- Followed Design conferences and created discussion threads.

2021 > 2022

Product Designer at [TeamSportz](#)

Lead Designer of the TeamSportz app & the Coaches Corner platform

- Designed 10+ new major features for the TeamSportz mobile app (Android & iOS) and 5+ for the Coaches Corner web platform.
- Established the product's pricing journeys and subscription management flows.
- Created assets for social media and content creation.
- Contributed to the TeamSportz website design and implementation.
- Supported live demo events by designing graphic assets to be used on-site.
- Implemented feedback practices and fostered cross-teams collaboration.

2019

Designer at [HYP Software](#)

Lead an auto-proposed internship project

- Designed an internal tool to improve company documentation and team communication, from concept to user interface prototypes.
- Collaborated with a software developer to implement the platform, learning to code using a front-end framework.

Education

2017 > 2020

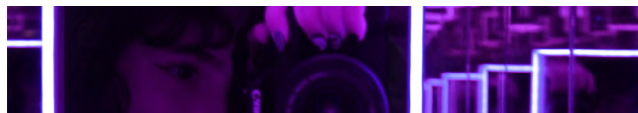
Bachelor Design & Multimedia

at Universidade de Coimbra

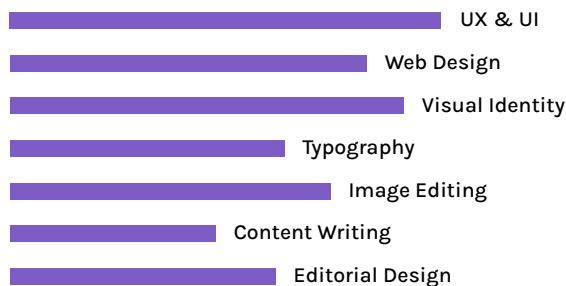
Introduction

My name is Alexandra Mendes, but you can call me Allie!

I'm passionate about problem-solving and advocating empathy in design, so I've been working in start-up environments, actively designing and launching digital products while writing content.



Skills



Software & Languages



NextJS | Tailwind CSS | jQuery | Ruby on Rails | Processing

Portuguese
Native

English
Proficient (C2)

Japanese
Basic Comprehension (N5)

In the media

[Effective Design Feedback: 5 tips to empower your Design team](#)

[Effective Design Feedback: 5 tips to elevate feedback received](#)

[The Importance of PRDs](#)

[TEAM TALK: Product & Graphic Designer, Alexandra Mendes, Creativity in Tech](#)

I'm 1 message away
Shall we [talk](#)?

