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

Introduction

My name is Alexandra Mendes, but you can call me Allie!
I'm a Senior Product Designer passionate about solving complex problems through research-driven design. I specialize in design systems, cross-platform experiences, and data visualization, helping startups and growing companies transform user experiences and drive measurable business impact.

Work Experience

2024 > Present

Senior Product Designer at Liminal

(previously UX Product Designer)

Reduced users' manual research time by 70% and accelerated decision-making by 9x through strategic design initiatives:
- Translated Team Spaces from a high-ambition product concept into a polished, inter-connected collaborative environment that drives sales.
- Designed a core intelligence hub for Insights, aggregating complex and scattered market signals into a tailored, actionable interface.
- Established and scaled the Mosaic Design System, driving consistency and development efficiency.
- Implemented data-driven design practices using Mixpanel and Hotjar analytics, leading to an under 2-min onboarding and contributing to a 15% retention increase.

2022 > 2024

Product Designer at Tailwarden (acquired by CloudQuery)

Lead designer for Komiser open-source platform (4M+ downloads):
- Designed Resources Explorer data visualization solving critical infrastructure visibility gaps.
- Led platform redesign and 5+ major features for global community of 60+ developers.
- Created comprehensive brand identities for Tailwarden and Komiser product portfolio.
- Designed website supporting major 2023 product launch.

2021 > 2022

Product Designer at TeamSportz

Lead Designer, driving 35% increase in grassroot player adoption:
- Designed cross-platform community features (iOS, Android, web), connecting players and coaches.
- Created a video tagging system revolutionizing coach-player performance feedback.
- Developed subscription flows balancing business goals with ethical design principles.

2019

Design intern 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, using a front-end framework (Ruby on Rails).

Education

2017 > 2020

Bachelor Design & Multimedia
at Universidade de Coimbra

Core Competencies

UX Research & Strategy:
User interviews, usability testing, data analysis, competitive research

Design Leadership:
Design systems, cross-functional collaboration, mentoring, design culture building

Product Thinking:
Feature ideation, user journey mapping, conversion optimization, A/B testing
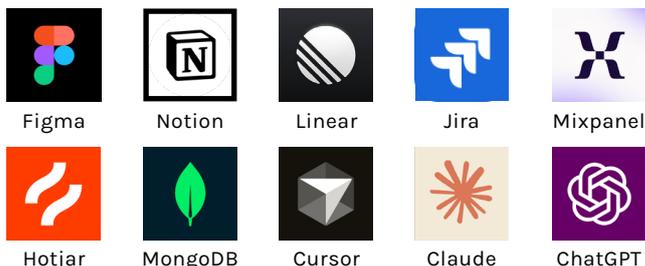
Stakeholder & Executive Communication:
Executive-facing prototypes, translating design rationale into product strategy

Focus Areas

Design Systems | Prototyping | Data Visualisation | B2B SaaS | UX Research | Information Architecture | Founding Designer | Agentic Features | Interaction Design

Software & Languages

Figma | Notion | Linear | Jira | Mixpanel
Hotjar | MongoDB | Cursor | Claude | ChatGPT

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

Portuguese
Native

English
Proficient (C2)

Japanese
Basic Comprehension (N5)

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Shall we talk?