

Languages

English
Spanish

Skills

Strategic Thinking
Problem Solving
Design & Prototyping
Design Systems
User Research
Product Strategy
Design Leadership
Motion & Interaction-
Design
AI-Augmented Design
Workflows
Prompt Engineering

Tools

Figma Make
Figma
Webflow
Adobe Creative Suite
HTML/CSS
Jira
Claude + Figma MCP
Claude Code
Mobbin MCP
Runway AI
Notion
React.js
Tailwind CSS

Luis Mendoza

Senior Product Designer & AI Builder

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Summary

With over 14 years of experience in product design, I lead the design team at Kasheesh — a fast-growing fintech startup — where I blend deep UX craft with AI-augmented workflows to accelerate design decisions and ship better products. I leverage tools like Claude, Figma Make, and Runway AI to generate research insights, rapid design variations, and production-ready assets, cutting iteration cycles without sacrificing quality. I oversee the entire design process from research and ideation to prototyping and launch, collaborating with cross-functional teams to ensure alignment across all products and platforms, while mentoring junior designers to thrive in an AI-first design environment.

Education

Parsons School of Design — The New School B.S. • 4.0
Design and Technology New York • 2005-2009

Experience

Kasheesh New York City
Lead Product Designer Jun 2023 – Present

- Oversee the entire design process from research and ideation to prototyping and launch.
- Collaborate with cross-functional teams including engineers, product managers, and marketers to ensure alignment across all products and platforms.
- Mentor and coach junior designers, helping them grow and succeed in their careers.
- Foster a culture of design excellence and innovation contributing to Kasheesh's vision of transforming the financial industry.

PERSUIT New York City
Senior Design Manager Mar 2022 – Dec 2022

Established and maintained design systems ensuring consistency and scalability of UI components.

Rent The Runway Brooklyn, NY
Director, Product Design Dec 2020 – Jan 2022

Contributed hands-on across multiple products: wireframing, developer handoffs, stakeholder presentations, and design critiques.

Equinox New York City
Product Design Manager Nov 2017 – May 2020

Led UX/UI strategy for Equinox digital products.