

Gabby Mendoza

Lead Designer

Design Institute of Australia Member

About me

I'm a lead designer who believes good design solves the problem before it looks good.

Eight years of agency work is where I've put that thinking into practice, designing for local and international brands across fintech, corporate, and culture. I've worked with big brands and scrappy startups alike, always chasing that sweet spot where form meets function.

I care about the details that most people skip, the ones that decide whether a product actually works or just looks like it does. That's the thinking I bring to every brief, whether it's a fintech platform, an arts venue's website, or a hospitality brand.

Experience

Flip	Lead Designer	Mar 2021 – Current
NTT (Secondment via Flip)	UX Specialist	Oct 2021 – Dec 2021
Talent 10 Holdings, Leadpal & Oiyo	Lead Designer	Jun 2020 – Mar 2021
Pretty Damn Good	Lead Designer	May 2018 – Jun 2020

Education

	THE UNIVERSITY OF QUEENSLAND AUSTRALIA	Bachelor of Multimedia Design 2015 - 2018
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Disciplines

UX/UI Design	Brand Identity & Art Direction
Product & Web Design	Wireframing & Prototyping

Tools used

Figma & Figjam		Balsamiq	
Framer		Hotjar & Fullstory	
Adobe Suite		Jira & Confluence	

Current role

Flip

Mar 2021 – Current

Key responsibilities

I lead design across a broad client roster at one of Brisbane's most awarded agencies, from web and product interfaces to brand identity and campaign work spanning brochures, EDMs, and print. I work closely with the Creative Director, translating client and stakeholder feedback into design decisions we can stand behind, and work that performs as well as it looks.

Key projects

Kin

I rebranded a long-standing Tenerife café, lifting it from a neighbourhood favourite into a brand people wanted to photograph. The logo holds two readings at once, the bend of the Brisbane River and the swirl of latte art, which kept the warmth that made people regulars while the system scaled from a takeaway cup to a shopfront.

Suncorp

I was part of the team that designed the interface for Suncorp's smart building app during a secondment, giving employees a simple way to access the building and book facilities. I worked closely with stakeholders, ran user testing, and prototyped in Figma, then collaborated with developers to make sure the product held up in the real world, not just in a mockup.

Brisbane Powerhouse

I designed the websites for Brisbane Powerhouse and its sub-brands, including Brisbane Comedy Festival, Melt Open, and Vertigo. Each one needed its own identity to stand on its own program and audience, while still feeling recognisably part of the same arts organisation.

Professional development

Building Better User Experiences with a Product Thinking Approach	Awwwards
Design Systems for Websites using Figma	Awwwards
Make Design Systems People Want to Use	Awwwards
Creative Practices: from idea to final layout using Figma	Awwwards
Flawless Typography: Understanding and breaking the rules	Awwwards
Practical Project Management	thefutur
Claude Code In Action	Anthropic

Industry awards

BADC Gold	1
BADC Silver	2
BADC Bronze	4
Webby Runner-up	1
Finalists	2