

Nathalia Mendes

UX DESIGNER · STOCKHOLM

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🌐 <https://natmendes.design>

Designer with 12+ years in visual communication and a formal MBA in UX Design, now specializing in user experience. My background spans public institutions, nonprofits, and social-impact projects, where I learned to make complex information clear for diverse audiences.

That foundation led me into UX, with a focus on accessibility, inclusive and cognitive design, and Game UX. I design digital products and interfaces that stay clear, usable, and welcoming for everyone who uses them.

Experience

Marketing & Communications Analyst

Instituto Social Prosperar (nonprofit organization), Brazil

Aug 2025 – Sep 2025

- Planned and executed institutional and digital communication strategies, from concept to delivery.
- Ran campaigns across social, email, and digital channels for a social-impact organization.

Marketing Analyst

Seinfra-MG, State Dept. of Infrastructure & Mobility, Brazil

Dec 2023 – Mar 2025

- Designed and built the department's intranet and hotspots, delivering the high-fidelity prototype for the new institutional website — the clearest bridge between my design background and UX.
- Directed digital and graphic design across channels: key visuals, motion graphics, newsletters, and campaign rollouts.

Communications Analyst

Polícia Civil de Minas Gerais, Brazil

May 2022 – May 2023

- Created print and digital design from institutional briefings, including visual identities for events and campaigns.
- Made complex public-safety information clear for a broad public audience.

Education

PUCRS — Brazil

MBA / Postgraduate Diploma in UX Design, 2023

PUC Minas — Brazil

Postgraduate Diploma in Digital Communication, 2018

UniBH — Brazil

Bachelor's Degree in Advertising, 2015

Skills

UX & Product Design

User research · Usability testing · Wireframing · Prototyping · Interaction design · UX strategy · Information architecture · Figma

Accessibility & Inclusive Design

WCAG 2.2 · WAI-ARIA · Inclusive design · Cognitive design · Game UX · WAVE · Accessibility audits

Visual & Communication Design

Illustrator · InDesign · Photoshop · Editorial · Layout · Branding

Certifications

AI for Designers — IxDF, 2026

Accessibility in Practice — IxDF, 2026

Language

- Portuguese - Native proficiency
- English - Intermediate
- Spanish - Basic

● Digital Content & Visual Designer

Lei.A — environmental & legal-education initiative, Brazil

Sep 2017 – May 2022

- Made legislation and environmental topics accessible to the public through infographics and audience-focused communication.
- Led creative direction and visual identity across all project communications.

● Earlier

- Junior Graphic Designer — 2DA Estratégia (2017–18)
- Junior Creative & Digital Marketing Analyst — Link Comunicação (2014–16)
- Graphic Design Intern — Press Comunicação (2014)
- Graphic Design Intern — Fecomércio MG (2013–14)

Selected Projects

• Stardew Valley — Reducing Mental Load •

Cognitive Accessibility & Game UX

Self-initiated UX case study redesigning in-game information to reduce cognitive load. Applied inclusive and cognitive design principles to make a complex game interface clearer and more accessible.

• Government Secretariat Intranet

Product & UX Design

Designed and prototyped the intranet and new institutional website for a Brazilian state secretariat, covering information architecture, wireframes, and a high-fidelity prototype that bridged visual design and digital product work.

• Minas Gerais Investment Proposals — Magazine

Editorial & Visual Design

Designed a print magazine presenting the state of Minas Gerais' investment proposals, produced for an international audience and presented in New York (2024). Led editorial layout, typography, and the visual system across the publication.

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