



# JULIE MENDEZ

Austin, TX » [www.juliemendez.com](http://www.juliemendez.com) » [info@juliemendez.com](mailto:info@juliemendez.com)





## ↑ WORK EXPERIENCE

- Lead Designer  
*HotSchedules*  
Austin, TX, 2015 to Present
- Freelance Designer  
*Design Matters Studio*  
Austin, TX, 2014 to Present
- Retail Product Designer  
*State Preservation Board*  
Austin, TX, 2013 to 2014
- Graphic Designer  
*3Degrees Inc.*  
San Francisco, CA, 2009 to 2012
- Chemical Operations Specialist  
*U.S. Army*  
Ft. Hood, TX and Germany, 2000 to 2004

## ↑ EDUCATION

- UX Design Circuit Course  
*General Assembly*  
Austin, TX, 2017
- Master of Fine Arts in Design  
*California College of the Arts*  
San Francisco, CA, 2011
- Bachelor of Arts in Visual Communication  
*UC Davis*  
Davis, CA, 2008
- Chemical Operations Specialist  
*U.S. Army*  
Ft. Leonardwood, MO, 2000

## ACHIEVEMENTS













-  140 hours of user experience design training and education with General Assembly, 2017
-  Winner of "Startup Veteran's Hackathon", Hosted by TechCentral SF 2012
-  Speaker and Panelist, "Dynamic Women of Service", Women Veterans Leadership Conference, Sacramento, CA, 2012
-  Recipient of 9 Military Medals (including the Army Commendation Medal and Achievement Medal) 2004

## SOFTWARE EXPERIENCE


Adobe Creative Suite CC (*Illustrator, InDesign, Photoshop, Dreamweaver*) Final Cut Pro, Google Suite, Microsoft Suite, WordPress, InVision, Sketch, Marketo, Kapost, Pardot, SnapApp, Salesforce



## SKILLS

- Brand strategy and design thinking 
- User experience and interface design 
- Sitemap and screen flow creation 
- Rapid prototyping and wireframing 
- HTML5, CSS3 and responsive design 
- Brand guidelines and logo design 
- Branded marketing and demand gen 
- E-mail and landing page design 
- Off-set printing file setup 
- Typography and color theory 
- Design principles and visual design 
- Project management and ideation 

## LANGUAGE SKILLS

- English 
- Spanish 
- German 

## HOBBIES & INTERESTS



## PORTFOLIO & REFERENCES

Portfolio available at [www.juliemendez.com](http://www.juliemendez.com). View LinkedIn profile at [www.linkedin.com/in/mendezjulie](http://www.linkedin.com/in/mendezjulie). References available upon request.



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DETAILED WORK EXPERIENCE

## LEAD DESIGNER

*HotSchedules* | Austin, TX | 2015 to Present

- Implement brand strategy and design thinking across all projects to ensure marketing materials are cohesive and follow brand guidelines; lead and manage all aspects of the HotSchedules brand; create logos and style guidelines for new products including Next Generation
- Design branded marketing and demand gen items (including e-mails, newsletters, landing pages, ads, and event graphics) that actively increase bookings from marketing sourced leads 60% YOY
- Regularly manage multiple projects with 10+ agencies, contractors, and vendors on a daily basis
- Managed the web redesign of [www.HotSchedules.com](http://www.HotSchedules.com) (2015, 2017); worked closely with U/X to develop sitemap, provided low/high fidelity prototypes and style guidelines; new design helped increase web traffic by 21% and session duration by 20%
- Used WordPress, HTML, and CSS for the responsive web design of [www.RedBookSolutions.com](http://www.RedBookSolutions.com); created user experience design and user interface design (UI/UX); ensured brand guidelines were followed
- Designed and developed the user interface of [www.help.hotschedules.com](http://www.help.hotschedules.com); used HTML and CSS to customize the site with company branding; worked with stakeholders to drive all aspects of the project
- Led the creative direction and design efforts for the re-brand of *Red Book Connect* to *HotSchedules*; updated all marketing materials, designed new product logos, and developed new brand guidelines

## FREELANCE DESIGNER

*Design Matters Studio* | Austin, TX | 2014 to Present

- Provide exceptional design services to individuals and small business owners; focus on brand development, print media design, WordPress site customization and UX/UI design
- Manage day-to-day operations of freelance business including sales, marketing, outreach, finance, customer service, technology, and project management
- Produce a variety of projects including logos, ads (print and web), brochures, annual reports, posters, greeting cards, eBooks, infographics and web sites for clients in a variety of industries
- Designed all aspects of the *Design Matters Studio* identity, including logo, stationary and web site

## RETAIL PRODUCT DESIGNER

*State Preservation Board* | Austin, TX | 2013 to 2014

- Applied creative direction and ideation for new retail products launched into market worth over \$850k
- Used typography and color theory in the design of branding and marketing materials for the 2013 *Holiday Sale* that sold over \$633k with e-commerce sales
- Used design research to successfully re-brand the 2013 *Texas Ornament* marketing materials that increased sales by 31% for the year
- Strategized e-commerce and marketing ideas that resulted in \$487k in profit for online sales
- Trained staff members on project management software that increased quality, communication, and increased workflow for creative projects

## GRAPHIC DESIGNER

*3Degrees Inc.* | San Francisco, CA | 2009 to 2012

- Participated in the design of brand and multi-channel marketing for six of the nation's leading utility green power programs
- Worked with multiple style guidelines and handled over 20 projects simultaneously with short deadlines
- Successfully prepared files for off-set printing; designed posters, banners, bill inserts, brochures, ads, and web site banners for clean energy and carbon reduction projects
- Maintained and followed *3Degrees*' communications strategy, branding, messaging, and marketing materials



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## WHAT OTHERS ARE SAYING



**MARY KAY HYDE**

*Vice President of Marketing at NRCCUA*

“With very limited resources, Julie led our team and company’s design efforts, acting as creative director in all aspects. It was one of the fastest and smoothest brand transitions I’ve ever experienced, and much of that was because of Julie’s cool-headed, aesthetically intelligent design decisions.”



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**DHARMESH PATEL**

*Senior Manager Demand Generation at HotSchedules*



“I’ve worked directly with Julie on the Marketing team at HotSchedules and can say that she’s one of the better designers I’ve worked alongside in my career. Her attention to detail, process outline, and execution of projects are very well respected across the company.”



**DAVE COLLIER**

*Head of Sales at Thanx*

“Julie consistently goes above and beyond what is expected while meeting tight deadlines and juggling multiple projects. Her design work, along with the overall branding and the processes she has created speak volumes to her skill, design aesthetic and professionalism as a designer.”



[SEE FULL REVIEW](#)