



JULIE MENDEZ

www.juliemendez.com » info@juliemendez.com

SNAPSHOT

↑ WORK EXPERIENCE

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

↑ EDUCATION

- **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

LANGUAGE SKILLS

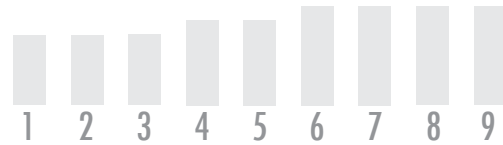
- English ●●●●●●●●●●
- Spanish ●●●●●●●●●●
- German ●●●●●●●●●●

ACHIEVEMENTS

- 🏆 | 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

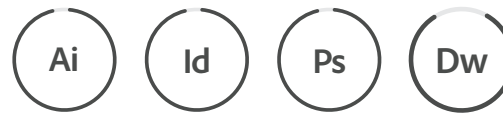
SKILLS

- Responsive web design, web optimization, UX/UI
- FTP protocol, HTML5, CSS3
- Human centered design, design thinking, design research
- Social media and blog development
- Email and landing page design, digital marketing
- Brand strategy, brand guideline creation, logo design
- Presentation design, typography, color theory
- Print design, off-set printing, photography
- Project management, productivity, ideation



SOFTWARE EXPERIENCE

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



HOBBIES & INTERESTS



PORTFOLIO & REFERENCES

Portfolio available at www.juliemendez.com. View LinkedIn profile at www.linkedin.com/in/mendezjulie. References available upon request.



JULIE MENDEZ

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DETAILED

EDUCATION

- 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

SKILLS

- Brand strategy, brand guideline creation, logo design
- Responsive web design, web optimization, UX/UI
- Email and landing page design, digital marketing
- Social media and blog development
- Mobile first mentality
- Human centered design, design thinking, design research
- Print design, off-set printing, photography
- Project management, productivity, ideation
- FTP protocol, HTML5, CSS3

WORK EXPERIENCE

Lead Marketing Designer | *HotSchedules* | Austin, TX | 2015 to Present

- Lead and manage all aspects of the HotSchedules brand; work with UI/UX designers to ensure product and marketing designs are cohesive and meet brand guidelines
- Design marketing materials (including e-mails, newsletters, landing pages, & event graphics) that increase bookings from marketing sourced leads 60% YOY
- Design large sales presentations and content-intensive RFP's with very tight deadlines; continuously help win the business of multi-million dollar clients
- Actively manage projects with agencies, contractors, and vendors on a regular basis
- Directed and guided an agency in the redesign of www.HotSchedules.com in 2015; new design helped increase web traffic by 21% and session duration by 20%
- Developed the front end of www.help.hotschedules.com and ensured brand standards were met while bringing in over 30,000 visitors per month
- Led the graphic design efforts for the re-brand of *Red Book Connect* to *HotSchedules*; updated all of the marketing materials and designed over 20 new product logos
- Spearheaded, designed, implemented, and maintained www.RedBookSolutions.com; actively added landing pages, blog posts and forms

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

- Provide exceptional design services to individuals and small businesses owners; focus on brand development, print media design, WordPress customization, and project management
- Manage day-to-day operations of freelance business including sales, marketing, outreach, finance, customer service, technology, and project management
- Produced over 100 projects including logos, print ads, brochures, annual reports, posters, greeting cards, and web sites for clients in a variety of industries
- Designed all aspects of the *Design Matters Studio* identity, including logo, stationary, print and web site

Retail Product Development Coordinator | *State Preservation Board* | Austin, TX | 2013 to 2014

- Successfully integrated new retail products into market worth over \$251k
- Developed the branding and marketing materials for the *2013 Holiday Sale* that sold over \$333k with e-commerce sales
- Successfully re-branded the *2013 Texas Ornament* marketing materials that increased sales by 31% for the year
- Strategized e-commerce and marketing ideas that resulted in \$87k in profit for online sales
- Trained staff members on project management software that increased quality, communication, and increased workflow for creative projects

WORK EXPERIENCE (Continued)

Contract 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 a minimum of 5 different style guidelines and handled up to 10 projects simultaneously with short deadlines
- Successfully designed posters, banners, bill inserts, brochures, and web site banners for clean energy and carbon reduction projects
- Maintained and followed 3Degrees' communications strategy, branding, messaging, and marketing materials

Chemical Operations Specialist | U.S. Army | Ft. Hood, TX and Darmstadt, Germany | 2000 to 2004

- Established, administered, trained and applied nuclear, biological, and chemical defense measures in a combat environment
- Trained over 300 soldiers on the prevention and protection of nuclear, chemical, and biological attacks
- Ensured the safety and maintenance of equipment valued over \$1.25 million dollars; prepared equipment for combat missions in Iraq
- Directed and escorted a 200 fuel truck-convoy with highly dangerous roadway conditions in a combat environment
- Responsible for the lives and safety of 5 soldiers on a daily basis during combat

PORTFOLIO & REFERENCES

- Portfolio available at www.juliemendez.com
- View LinkedIn profile at www.linkedin.com/in/mendezjulie
- References available upon request

