



JULIE MENDEZ

Austin, TX » juliemendez.com » info@juliemendez.com





↑ WORK EXPERIENCE

- Contract & Freelance Designer
Design Matters Studio
Austin, TX, 2018 to Present
- Lead Marketing Designer
HotSchedules
Austin, TX, 2015 to Jan 31, 2018
- Marketing/Product Designer
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 Germany, 2000 to 2004

↑ EDUCATION

- UX Design Circuit
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













-  80 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*), Google Suite, Microsoft Suite, WordPress, InVision, Sketch, Marketo, Kapost, LeadPages, Thinkific, MailChimp, ConvertKit, Workfront, Trello, Basecamp



SKILLS

- Brand strategy and design thinking 
- Branded marketing and advertising 
- Design principles and visual design 
- Marketing and campaigns 
- Creative direction and ideation 
- Social media and blog development 
- E-mail and landing page design 
- Responsive web design 
- HTML5, CSS3 and web optimization 
- Off-set printing file setup 
- Typography and color theory 
- Brand guidelines and logo design 

LANGUAGE SKILLS

- English 
- Spanish 
- German 

HOBBIES & INTERESTS



PORTFOLIO & REFERENCES

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



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DETAILED WORK EXPERIENCE

CONTRACT & FREELANCE DESIGNER

Design Matters Studio | Austin, TX | 2018 to Present

- Develop productive, long-term, professional relationships with several clients for whom I provide a variety of design services including brand strategy, visual and web design, graphic design, and general design consultation
- Establish a clear vision for creative work that is representative of the company's goals while collaborating effectively with leadership (C-Suite, VP's of Marketing, Design Directors, Creative Directors), fellow designers, web developers, copywriters, and project managers
- Develop conceptual and tactical designs for marketing campaigns; designs for infographics, conference signage, digital ads, print materials, e-mails, social media, web design, landing pages, e-mail campaigns, social media, and more
- Communicate through project management tools, solve design challenges with minimal direction, ability to articulate complex solutions clearly, and ability to manage multiple projects with tight deadlines

LEAD MARKETING DESIGNER

HotSchedules | Austin, TX | 2015 to 2018

- Implement brand strategy and design thinking across all design projects to ensure marketing materials are cohesive and follow brand guidelines; lead and manage all aspects of the HotSchedules brand
- Design branded marketing and advertising materials (including e-mails, newsletters, landing pages, ads, and event graphics) that actively increase bookings from marketing sourced leads 60% YOY
- Manage multiple projects with 10+ agencies, contractors, and vendors on a regular basis
- Directed and guided the web redesign of HotSchedules.com (2015, 2017); new design helped increase web traffic by 21% and session duration by 20%
- Created and developed a responsive web design for help.hotschedules.com; ensured brand standards were met while bringing in over 30,000 visitors per month
- 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
- Used WordPress, HTML, and CSS for the website design of RedBookSolutions.com

MARKETING 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
- 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 \$487k in profit for online sales
- Trained staff members on project management software that increased quality, communication, and increased workflow for creative projects

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 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

