



JULIE MENDEZ

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





↑ WORK EXPERIENCE

- Contract Senior Designer
CLEAResult
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, Pardot, LeadPages, SnapApp, Thinkific, MailChimp, Workfront



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



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DETAILED WORK EXPERIENCE

CONTRACT SENIOR DESIGNER

CLEAResult | Austin, TX | 2018 to Present

- Collaborate effectively with fellow designers, copywriters, art directors and project managers to change the way people use energy
- Develop conceptual and tactical designs for marketing campaigns used by energy utility companies throughout the United States; own several complex brands as the lead designer on these accounts
- Manage multiple design projects with Workfront (PMS)—about 4-16 per day—with different brand guidelines and tight deadlines
- Work on projects that range from virtual reality infographics for conferences, digital ads, print materials, PDF forms, e-mails, and social media.

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
- Apply design principles and visual design to large sales presentations and content-intensive RFP's with very tight deadlines; continuously help win the business of multimillion dollar clients
- Manage multiple projects with 10+ agencies, contractors, and vendors on a regular basis
- Directed and guided the web redesign of www.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 www.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 www.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



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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.”



SEE FULL REVIEW



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.”

SEE FULL REVIEW



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

