



# JULIE MENDEZ

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

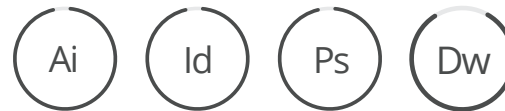
- Front End Web Development Certificate  
*Vets in Tech/Galvanize*  
Austin, TX, 2020
- UX Design Circuit Certificate  
*General Assembly*  
Austin, TX, 2017
- Master of Fine Arts in Design  
*California College of the Arts*  
San Francisco, CA, 2011
- Bachelor of Arts in Visual Communication  
*UC Davis*  
Davis, CA, 2008
- Chemical Operations Specialist  
*U.S. Army*  
Ft. Leonardwood, MO, 2000

## ACHIEVEMENTS













-  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, GitHub, Visual Studio Code



## 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](http://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](http://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](http://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](http://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**

*Head of Marketing at HotSchedules*

“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



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.”



**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

