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CORE STRENGTHS

- Brand Systems & Visual Identity
- Marketing Web Design
- Sales Enablement
- Event & Environmental Design
- Creative Direction
- Stakeholder Presentation & Communication
- Cross-Functional Collaboration
- AI-Enabled Creative Workflows

EDUCATION

- Master of Fine Arts in Design, *California College of the Arts*
- Bachelor of Arts in Visual Communication, *UC Davis*

PROFESSIONAL DEVELOPMENT

- AI Advantage Summit — 7-Week Applied AI Course, *Tony Robbins, 2026*
- Business Systems & Entrepreneurship Professional Development, *EMyth Coaching, 2023*
- Front End Web Development Certificate, *Vets in Tech / Galvanize, 2020*
- UX Design Circuit Certificate, *General Assembly, 2017*

TOOLS & PLATFORMS



Julie Mendez

Senior Brand & Web Designer | Austin, TX

Senior brand and web designer with 15+ years of experience creating brand systems, marketing websites, and cross-channel design for SaaS and corporate clients. I partner with founders, marketers, and internal teams to turn business goals into polished, high-performing visual experiences. I use AI-enabled workflows to speed exploration and production while maintaining quality.

Key Highlights

- ✓ 15+ years of experience
- ✓ End-to-end website redesigns and brand systems
- ✓ AI-enabled workflows that improve speed, iteration, and quality
- ✓ Recent web redesign **increased traffic by 500% in 2 months**

Professional Experience



Design Matters Studio

SENIOR BRAND & WEB EXPERIENCE DESIGNER | 2018–PRESENT

Lead rebrands, website redesigns, and cross-channel design projects for SaaS, corporate, and growth-stage clients, partnering directly with founders, CMOs, and internal teams from strategy through launch.

- Built a referral-driven freelance practice serving **clients in various industries**, with many developing into **long-term repeat relationships**
- Partner with executive stakeholders to translate business goals into scalable brand systems, marketing websites, and cross-channel creative
- Direct projects from discovery through rollout, collaborating with copywriters, contractors, and developers
- Led a recent redesign that **increased traffic by 500%** and page views by 670% within **2 months**
- **Integrate AI into design workflows** to speed research, iteration, and production without compromising quality or brand consistency



Fourth by HotSchedules

LEAD MARKETING DESIGNER | 2015–2018

Led brand and marketing design across digital campaigns, web, and customer-facing materials for a fast-paced restaurant technology company.

- Contributed to a **60% YoY increase in bookings** from marketing-sourced leads
- Helped drive a **21% increase in web traffic** and **20% increase in session duration**
- Supported a branded help center serving **30,000+ monthly visitors**



State Preservation Board

RETAIL MARKETING PRODUCT DESIGNER | 2013–2014

Developed branded retail and marketing design for Texas Capitol and state-history merchandise, combining strong visual design with revenue-focused merchandising support.



U.S. Army

CHEMICAL OPERATIONS SPECIALIST | 2000–2004

Led teams, trained personnel, and managed critical operations in combat environments.