

CLARA MENDOZA

VISUAL DESIGNER

I'm a highly driven, American visual designer. I've have been known for creative and innovative design solutions. I have a 3 years of experience in the field specializing in brand & identity design, print design, and people-centered design.

ACHIE VEMENTS

Spectrum 2016 exhibition at the Indiana State Museum

Beginning to End: Herron Senior Design Exhibition 2016

Ann Katz Festival of the Book Exhibition 2015.

REFERENCES

Walter Botich: walter.botich@77media.com

Richard Walsh: richard@syni.co Eric Sickles: esickels@iu.edu

CONTACT

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EDUCATION

2012 - 2017 Indiana University-Purdue University

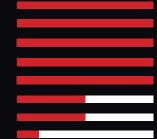
Herron school of Art and design, Bachelors in Visual communication Design with a Book arts minor.

2009 - 2012 Irvington Preparatory Academy

High school Graduate

SKILLS

UX/UI
Photoshop
Illustrator
Indesign
Digital Media
Stop Animation
360 Pano Painter
Wordpress



WORK EXPERIENCE

Design Freq Club 2017 - Present

Ceo for a creative On-demand design agency called Design Freq Club. Setting strategy and direction for Dfc. Modeling and setting the company's culture, values, and behavior. Building and leading the executive team. Allocating capital to the company's priorities.

77Media 2017 - 2018

Creating designs for Safesport learning management system. Created User interface designs for Lms of United States Olympic Committee, U.S. Center for SafeSport, USA Baseball, U.S. Paralympic courses. Collaborating with product management and engineering to define and implement innovative solutions for the product direction, visuals and experience. Executing all visual design stages from concept to final hand-off. Conceptualizing original ideas that bring simplicity and user friendliness to complex design roadblocks.

Indiana University-Purdue University 2016 - 2017

Created User Interface designs for the digital Wayfinding signage in U.C building. As a Visual designer, I created marketing collateral and digital designs for the Office of Communications. Created a variety of visual artworks, like book and magazine covers, websites, advertisements, product packages, brochures, and logos.

Synico 2014- 2016

Worked on a few freelanced projects with synico. Created digital designs for wordpress websites and marketing materials for synico. Also assisted with design counseling and promotional materials.