



# 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.

## ACHIEVEMENTS

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

317- 480 - 0355

cnmendoz39@gmail.com

www.clara-n-mendoza.squarespace.com

## 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.