

TRACY MENDOZA

UX/UI DESIGNER

SUMMARY:

UX/UI Designer with a degree in Communication and professional experience in sales. Stellar skills in presenting ideas and products while analyzing user/business needs and goals.

CONTACT INFORMATION:

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Location: Bay Area
Portfolio: www.tracy-mendoza.com
LinkedIn: www.linkedin.com/in/tracyem26/

EDUCATION:

CAREERFOUNDRY 10/2020- 09/2021
Certification in UX Design, with a specialization in UI Design
UNIVERSITY OF CALIFORNIA, SANTA BARBARA 10/2014- 06/2016
Bachelor's Degree in Communication

SKILLS & TOOLS:

User Research	AdobeXD
Wireframing	Balsamiq
Prototyping	Canva
User Journey	Figma
Visual Communication	LucidChart
Info Architecture	OptimalSort
Usability Testing	Sketch
User Flows	UsabilityHub
User Personas	
Competitive Analysis	
Card Sorting	

EXPERIENCE

NATIONAL SALES ASSISTANT 09/2019 - 02/2021
Tegna
-Reduced company costs by up to 5% by analyzing and resolving budget discrepancies weekly
-Responsible for managing over 30 advertisement accounts
-Acted as a liaison between broadcast stations, media buyers, and account executives to track ad campaigns
-Achieved success ratings on the advertisements placed each week by analyzing analytics reports

SOFT SKILLS

Empathy	Curiosity
Creative	Time Management
Collaboration	Open-Minded
Active Listening	Organization
Problem-Solving	Dependable
Interpersonal skills	Patience

SALES SUPPORT ASSOCIATE 02/2018 - 09/2019
CoxReps
-Responsible for the advertisement orders of over 20 stations, inputting orders, and ensuring the programs were aired in the correct timeslot
-Prevented daily scheduling errors by delivering updated schedules to clients at least twice a week
-Analyzed records for advertising agencies to confirm the correct program ran at the timeslot they ordered