

TRACY MENDOZA

UX/UI Designer

CONTACT



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Bay Area, California



tracy-mendoza.com

EDUCATION

Certification in UX & UI Design

CareerFoundry, 2020-2021

- Intensive training program for UX Designers lasting ten months, focusing on UX fundamentals, methodology, and research-driven approaches to design.

Bachelor's Degree in Communication

UC Santa Barbara, 2014-2016

- After completing an AA degree in community college, I studied Communication and media in an academic program at UCSB.

SKILLS

Design Fidelity	User Interface Design
Wireframing	Visual Communication
Prototyping	Mock-ups
Accessibility	Personas
Personas	Card Sorting
Preference Testing	Interviewing
Research	Sitemaps
Problem-Solving	Information architecture

TOOLS

AdobeXD
Balsamiq
ClickUp
Figma
LucidChart
OptimalSort
Slack
UsabilityHub
Whimsical

LANGUAGES

English
Spanish

ABOUT ME

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.

EXPERIENCE

PETER'S BAKERY (POTENTIAL)

UX/UI Designer

01/2022 - Present

- Created user personas, conducted competitive analysis, and conducted interviews to develop solutions through rapid iteration.
- Utilized the user-centered design process to create a more user-friendly website for the bakery.

WHIM

UX/UI Designer

11/2021 - Present

- Initial designer to join the start-up and help facilitate and create the design process.
- Analyzed e-commerce marketplaces and user research to convert abstract ideas and requirements into planning tools such as journey maps, user flows, and storyboards.
- Collaborated with product managers, engineers, and business stakeholders to develop solutions.
- Developed and presented documentation, including user flows, annotated wireframes, and interactive prototypes.

TEGNA MARKETING SOLUTIONS

National Sales Assistant

09/2019 - 02/2021

- Reduced company costs by up to 5% by analyzing and resolving budget discrepancies weekly.
- Responsible for managing over 30 advertisement accounts.
- Achieved success ratings on the advertisements placed each week by analyzing Nielsen analytics reports.
- Organized data and daily ratings into well-structured emails to provide an extraordinary report for account executives and tv representatives.
- Expressed empathy and actively listened to clients in order to ensure strong relationships and continued business.