

WICKY MENDOZA

USER EXPERIENCE DESIGNER

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WORK EXPERIENCE

PRODUCT DESIGNER ORGANIC

October 2014 - Current

Worked on various projects for Wells Fargo including a redesign of their credit card shopping experience into a responsive, cross-functional site, and a native mobile app to guide customers through the home buying process.

Key responsibilities: Information architecture, creating and presenting artifacts (experience maps, user flows, user journeys, sitemaps), sketching and designing mobile and desktop wireframes, building and presenting interactive prototypes to Wells Fargo stakeholders at every weekly sprint review.

UX DESIGNER, CONTRACT MOZILLA

July 2014 - October 2014

Redesigned Mozilla's contributor "Get Involved" page. Responsibilities included: User research, content strategy, information architecture, wireframing, prototyping, usability testing.

CONTENT STRATEGY/PRODUCT MARKETING GENERAL ASSEMBLY

November 2012 - April 2014

Collaborated across multiple teams (sales, marketing, product, engineering) to redesign and optimize GA's user onboarding experience. Led product marketing efforts (user research, user journeys) for various products.

MARKETING/PRODUCT LEAD ORIEL WINES

November 2010 - June 2012

Collaborated with engineering team to rebuild orielwines.com on a content management system (Drupal). Led information architecture, content strategy, and site taxonomy.

COMMUNITY MANAGER THE WINE GROUP

February 2010 - October 2010

Managed digital presence of Cupcake Wines, Tempra Tantrum and other brands under the Underdog Wine Merchants umbrella.

UX CONSULTANT LOKAST

Jan 2010 - April 2010

Led usability testing for mobile app Lokast, and used the feedback to redesign the information architecture and product scope.

COMMUNICATIONS ASSOCIATE JK&A

October 2007 - December 2009

OTHER RECENT PROJECTS

READING INCENTIVE PROGRAM SCHOLASTIC

Designed a reading incentive program for students to help Scholastic regain its reputation as a credible educational resource.

NAVIGATION REDESIGN BETABRAND

Conducted usability test on current Betabrand site to identify major pain points for shoppers. Redesigned their information architecture and navigation to simplify the shopping experience.

SKILLS

RESEARCH

User Research Methods

Usability Testing

A/B Testing

Data Analytics

Business and Competitive Analysis

DESIGN

Information Architecture

Wireframing

Prototyping

Interaction Design

Content Strategy

CODE

HTML

CSS

TOOLS

Adobe Creative Suite

Sketch

Omnigraffle

Axure

iRise

InVision

Flinto

POP

Google Analytics

EDUCATION

UNIVERSITY OF NORTH TEXAS

B.A: Journalism, Advertising

Minor: Marketing

2003 - 2007

GENERAL ASSEMBLY

UX Design Immersive

2014

Back-End Web Development

2013

Front-End Web Development

2012