

# WICKY MENDOZA

## USER EXPERIENCE DESIGNER

wickyamr@gmail.com  
956.346.5121  
heywicky.com

### WORK EXPERIENCE

#### **FREELANCE UX DESIGNER** MOZILLA, MADISON REED

August 2014 - Current

Responsibilities include: User Research, Content Strategy, Wireframing, Prototyping, and 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 immersive programs, and Front Row (GA's online learning platform).

#### **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.

#### **UX/PRODUCT STRATEGY** LOKAST

Jan 2010 - April 2010

Led Lokast app launch at SXSW. Conducted user research and usability testing. Used feedback to redesign IA and UI.

#### **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.

#### **COMMUNICATIONS ASSOCIATE** JK&A

October 2007 - December 2009

### RECENT PROJECTS

#### **CONTRIBUTOR SIGN-UP DESTINATION** MOZILLA

Redesigned the way potential volunteers learn about contribution opportunities at Mozilla and sign up to get involved.

#### **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 tests 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  
Technical Writing

#### **TOOLS**

Adobe Creative Suite  
Sketch  
Omnigraffle  
Axure  
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