

VICTORIA MENDEZ

MULTIDISCIPLINARY GRAPHIC DESIGNER

DELIVERY THROUGH CREATIVITY AND COMMITMENT

832.316.5974 | VICTORIAMENDEZC@GMAIL.COM | WWW.THEGRAPHICBUG.COM | MIAMI, FLORIDA

PROFILE

Dynamic and creative professional with 10+ years of experience in simultaneous design projects. In-depth knowledge of the end-to-end design process from conceptualizing to commercialization. Highly skilled in developing designs for print media, brand identity, and editorial. A creative with an excellent eye for detail and a proven ability to demonstrate flawless execution, ensuring assertiveness and success while working consistently within established timelines. Passionate individual opened to accept new challenges and working hard toward meeting and exceeding the client's goals and needs.

LANGUAGES

English



ADVANCE

Spanish



NATIVE

DESIGN COMPETENCIES

Editorial & Publishing



Layout



Social Media Content



Company Identity & Branding



Collateral Design



Marketing Material



Web Design



PROFESSIONAL EXPERIENCE

JAN 2021—present

MIAMI

GRAPHIC DESIGNER

AC Graphics

Managed multiple projects and deadlines for print, web, and social media. Coordinated with clients from initial briefing, creation, revision to final work. Designed websites and branding guides for various small companies. Prepared ready to print files for digital and traditional printing.

ACCOMPLISHMENTS

Working along with developers, designed full websites for the Miami lakes Chamber of Commerce and other small businesses.

2014 — present

HOUSTON

FREELANCE GRAPHIC DESIGNER

The Graphic Bug

Created graphics for a variety of clients. Developed close customer relationships based on trust and cooperation. Assembled final layouts for printing and provided graphic design for websites.

Most services included:

- Close collaboration with authors to create books layout and covers.
- Print and digital marketing collateral for real state, fund raisers, small businesses and authors.
- Brand design for small businesses.
- Presentation and posters for very technical business

ACCOMPLISHMENTS

Launched brand identities for 10+ clients, including logo development, color schemes and font selection. Delivered high-quality graphics on limited schedules through effective time management and client communication.

2019 — 2020

HOUSTON

GRAPHICS AND BRAND ADVISOR

Global Surety Consultants LLC

Risk & safety engineering consulting firm for the manufacturing industry. Created brand guidelines and corporate identity involving:

- Logo, website, and corporate graphics like icons and info graphics.
- Brochures, flyers, business catalogues, and monthly articles.
- Power Point presentation template.

ACCOMPLISHMENTS

Effectively translate information from highly technical individuals into solid graphics for promotional materials. Improve company image by producing visually engaging designs.

2017 — 2018

HOUSTON

GRAPHIC DESIGNER

Smore Magazine

Designed the March/April issue and other printed materials for advertisement and distribution, including:

- Banners and other materials for a business conference.
- Smore's Holidays Gift Guide for 2018 and 2019.

ACCOMPLISHMENTS

Created an engaging magazine that helps kids explore science and learning. Helped the magazine grow and get the attention of new businesses and viewers.

SOFT COMPETENCIES

Customer Relationship



Organization



Teamwork & Collaboration



Creativity



Time Management



Working Under Pressure



TECHNICAL SKILL SUMMARY

Adobe Illustrator



Adobe InDesign



Adobe Photoshop



Adobe XD



Mac and PC Platforms



EDUCATION

BACHELOR OF ART IN GRAPHIC DESIGN

JOSE MARIA VARGAS UNIVERSITY
VENEZUELA 200

REFERENCES

ALEJANDRO JIMENEZ

SENIOR SAFETY & RISK CONSULTANT
AT GLOBAL SURETY CONSULTANTS LLC
832.331.7440

GUSTAVO GOZALEZ

ART DIRECTOR AT ESTUDIO PISO 11
CREATIVOGV@GMAIL.COM

RAFAEL SERRANO

DIRECTOR OF DESIGN AT TOPTAL
RAFAELSL7@GMAIL.COM

2017-2020 VOLUNTEER - GRAPHIC DESIGNER
KATY, TX Catchfire - ILTexas Katy PTO

Work closely with different organizations creating small and big graphic content for a variety of events, fund raisers, and projects. Created printed and digital promotional material. Worked as art director/layout editor on the yearbook committee.

INTERNATIONAL EXPERIENCE

2009 – 2013 GRAPHIC DESIGNER
SPAIN - UK Freelance

Worked on different areas of graphic design in a variety of intercultural environments. Some of the services provided while abroad were:

- Logo and branding design.
- Material for events and promotional pieces.
- App interface design.

2008 – 2009 GRAPHIC DESIGNER
VENEZUELA Estudio Piso 11

Graphic design start-up specialized in prints and editorial material. Collaborated closely with new clients, photographers, journalists, editors, and proofreaders, creating book covers, magazines, and corporate publications.

ACCOMPLISHMENTS Helped start-up company maintained clients and gain new ones through assertive graphics and efficient time management.

2007 – 2008 GRAPHIC DESIGNER
VENEZUELA Grupo Editorial Intenso

Editorial and printing group specialized in diverse types of publications. Participated in digital and offset printing processes. Designed dozens of issues with tight datelines for several magazines. Worked on a wide range of projects for different industries. Some of this work includes:

- Kuy: A monthly planner with tips and messages for teachers that expanded to also include calendars, notebooks, and other materials.
- El Librero: literature magazine focused on new authors, book reviews, library news, and culture.
- Privé: lifestyle magazine for a prominent social club
- Corporate brochures, bulletins, and reports.

ACCOMPLISHMENTS Experienced the importance of planning, time management, and collaborating on multiple projects within the same deadline. Designed the first issue of a bi-monthly medical magazine.

2005 – 2007 GRAPHIC DESIGNER
VENEZUELA Grupo Gerente

Business magazine group for managers and business owners. Worked on the design of three magazines with different focus on business and managing. Worked directly with journalists and editors, acquiring an understanding of the pre-press, four-color and printing processes.

ACCOMPLISHMENTS Quick promotion from Art Assistant to Graphic Designer within the first year, increasing trust and responsibility. Re-designed Business Life magazine, a monthly lifestyle publication specializing in the fashion business and high-end products.