



MICHAEL MENDEZ

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EXPERIENCE

HS AD, Jul 2012 – Present

Art Director

Collaborate with creative directors and strategy teams to develop unique stories for LG home electronics products. Research design trends and create digital landscapes for consumer facing LG products. Worked on LG's top-tier campaigns such as OLED, Super Bowl 50, LG Smart TVs and Seriously Professional.

EVZDRP, Nov 2016 – Present

Product Designer

Conducted user research with product leaders to uncover MVP tester insight issues. Developed sketches and low fidelity screens based on data insights for an improved user experience. Designed high fidelity screens for iOS development.

Bustr The Bulldog, Jan 2014 – Jul 2014

Co-founder & Product Designer

Successfully launched iOS mobile game that targets users who are highly engaged with the gaming market. Conducted user research to discover insights and develop simple game mechanics for an enjoyable experience. Managed the brand standard roll-out for all social media and handled partnerships with content creators to push product narrative.

c0smo, Jan 2012 – Jan 2014

Visual Designer

Launched a native iOS mobile app with an algorithm designed to connect friends to events based on similar desires. Brainstormed new platform features and developed low fidelity prototypes for user testing. Designed high fidelity screens and brand standards for product roll-out.

JetSetter, Jun 2012

Visual Designer (Freelance)

Designed user-interface concepts for iOS 7 adaptation. Collaborated with product leaders to ensure screens conveyed JetSetter's brand, value proposition, and industry-leading functionality.

B REEL, Apr 2012 – May 2012

Visual Designer (Freelance)

Developed the UX/UI for Google's Not-for-profits online basics page. Collaborated with the creative director and copywriter to innovate product narrative.

Pulse Creative, Apr 2007 – Mar 2012

Junior / Mid-level Designer

Designed high-impact campaign initiatives for clients such as Barclays Center, Brooklyn Nets, Carat and Disney across all advertising mediums.

ACCOMPLISHMENTS

Increased LG's luxury TV market share from 6% to 31%

Bustr The Bulldog in the App Store:

#25 Action Free
#20 Arcade Free
#40 Overall Free

SKILLS

Design:
Sketch & Adobe Creative Suite
Prototyping:
After Effects & Principle

EDUCATION

St. John's University

BFA Graphic Design, May 2007, *Cum Laude*