

## EXPERIENCE & TRAINING

### **Logo Designer/Creative Specialist**

GoDaddy

May 2021–Present

- creating logo designs for small businesses & entrepreneurs
- managing design projects from conception to completion
- giving guidance to improve workflows & collaborating with sister departments on design & marketing projects
- creating online social media content for clients

### **Lead Graphic Designer**

TheBestIRS/TheBest Claims Solutions

May 2018–June 2020

- collaborated in launching new brand for TheBest & sister company, Attitude is Free
- developed a new logo, created new branding, & applied ui/ux design for new website/mobile
- created in-house print & digital graphics, large scale exhibits, & made promo video for national tradeshow
- designed new apparel, print/digital collateral, & large scale displays for Attitude is Free

### **Freelance Graphic Designer**

June 2015–Present

- developed branding for startup businesses/organizations
- designed/managed branding & collateral design
- assisted in production & template design

### **Graphic Designer**

Everything Etched

May 2017–March 2018

- produced custom & personalized gifts for consumers
- created print & digital advertisements

### **Contract Graphic Designer**

Diamondback Drugs/Wedgewood Pharmacy

September 2016–February 2017

- designed pharmaceutical print collateral & displays
- developed product logos for medications

### **Product Design Intern**

John Hlavacs Design & Innovation

June–December 2014

- created footwear product graphics for international athletic companies
- assisted with research & created branding proposal for global sports footwear brand

### **Graphic Design Intern**

One Economy Corporation

January 2010–July 2011

- designed collateral for national campaigns & global initiatives and outreach
- created digital icons for mobile app & imagery for website



**ANGELICA MENDOZA**

— creative designer —

## HELLO & GET IN TOUCH

*I am a visual thinker + maker.*

*I love:* research, design thinking/making, collaboration, and thoughtful design

*I enjoy:* learning, reading, world cultures, singing, music, technology/internet, and activism

*Take a peek:* [www.angelicamendoza.net](http://www.angelicamendoza.net)

*Let's chat:* [hello@angelicamendoza.net](mailto:hello@angelicamendoza.net)

*Reach me:* 503.550.6552

## DEGREE & EDUCATION

Portland State University | Portland, OR

Bachelor of Arts | Graphic Design

2005–2010

## PROJECTS & EXHIBITIONS

### **GoDaddy Logo Design Gallery Featured Works**

GoDaddy

July 2021–September 2023

### **PLRB, PARMA, RIMS, WCI, NWCDC Tradeshow Exhibits**

TheBestIRS, Insurance Recruiting Specialists

July 2018–March 2020

### **Attitude is Free Product & Brand Launch**

Attitude is Free

May 2019

## MASTERY & EXPERTISE

- Adobe Photoshop, Illustrator, InDesign, Acrobat
- Figma | ui/ux prototyping software
- Wordpress | web content management system
- Microsoft Word & PowerPoint
- Jira | project management software
- Mac & Windows Operating Systems