

# Wyeth Mendoza

Wyeth has over 11 years of UX/UI design experience and digital graphics creation. Working with cutting-edge creative tools and applications, Wyeth has extensive experience leading creative web projects, with core experience designing Ecommerce Sites, Rich Internet Applications, Dashboards, Social Networking sites, Web and Mobile Applications.

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## Experience

### Senior UX Designer, Quidsi Inc. (Subsidiary of Amazon)

September 2011 to Present, New York, NY

- Meeting with major stakeholders to define functional solutions for online business objectives. This entails collaborating with development, marketing and creative team to build a core function of project from ground up
- Conception, creation and presentation of concepts through high-level wireframes, workflows, design mockups as well as rapid prototyping
- Introduce new functionalities and optimize existing functionalities to ensure user shopping experience is optimized and seamless as possible
- Detailed information architecture, sitemaps and annotated wireframes to communicate a seamless user experience to developers
- Visual design execution of said concepts from sketches / storyboards to final production-ready files. Ability to visually execute against a style guide
- Perform usability testing and quality assurance of the resulting online experience to make sure it on its highest level of optimization

### Lead UX/UI Designer, OpenCrowd Inc.

April 2008 to September 2011, New York, NY

- Lead user experience design for fortune 500 client engagements
- Serve as key point of contact to the client for creative direction and reviews
- Conceptualize intuitive user experiences and facilitate creative sessions amongst internal/external stakeholders to address key interface unmet needs that would greatly impact usability
- Responsible for all facets of visual and user interface design on multiple design projects
- Deliver UI designs and interaction workflows that provide exceptional user experiences
- Ensure functional requirements are in sync throughout the design lifecycle
- Works on Web & Mobile (native as well as Mobile Web) interfaces using HTML5 and CSS3 standards
- Analyze competitors as well as monitor and incorporate industry trends and best practices into interface designs

## UX/UI Design

Design Methodology  
Information Architecture Layout  
Pre-Visualization & Storyboarding  
Ecommerce Site Optimization  
Low/High Fidelity Mockups  
Interaction Methodology  
Small-screen Design  
Rapid Prototyping  
Usability Testing  
Wireframing  
Dashboards  
Styleguides

## Visual Design

Design Leadership  
Web Graphics Creation  
Image Manipulation  
Identity/Branding  
Print Collaterals  
Compositing

## Tools

Photoshop  
Illustrator  
InDesign  
Fireworks  
Omnigraffle  
Dreamweaver  
Balsamiq Mockups  
Flash Catalyst  
Premiere Pro  
SoundBooth  
Lightroom  
XHTML  
Bridge  
Eclipse  
Flash  
Coda  
CSS

## Previous Projects

IBM  
BMW ME  
Press Ganey  
Credit Suisse  
Hospital Intel  
Patent Freedom  
Rolls Royce ME  
College Fanz  
Diversey  
PlumLife  
Solinea

## Experience

### **Lead UI Designer, InfoLearner, LLC**

April 2006 to April 2008, New York, NY

- Conceptualized design mock-ups and website design concepts for numerous online/multimedia projects. This includes planning, analyzing and creating visual solutions for online/multimedia initiatives of the company.
- Performed overall planning on key user needs, strategies, goals and developed websites and multimedia applications that met those needs
- Ensured design consistency across all elements in each site, maintained consistent industry-competitive “look and feel” for all client websites,
- Optimized websites for search engine listing making proper use of META tags, alternate tags, correct and compliant syntax and CSS validations to make sure site has maximum exposure to search engine listings as well as follow the Web standard programming procedure

### **Creative Director, Experts Technology Solutions**

October 2001 to October 2005, Jeddah, KSA

- Spearheaded the design team in conceptualizing, developing and implementing web design concepts for different clients from automotive sectors as well as banks and corporations in Saudi Arabia including, but not limited to – BMW, Rolls Royce, Mini, Audi, Volkswagen, Bank Saudi Fransi, Saudi-American Bank and Microsoft Arabia
- Conceptualized and developed site layouts, graphical concepts, storyboards, mock-ups, interaction flow, presentations and information architecture for clients using Adobe Creative Suite
- In-charge of presenting the final site design mock-ups and interfaces created by the design team to the client for approval
- Full and active involvement in full website lifecycle from analyzing business requirements to creating graphical designs, coding, implementation, testing and deployment
- Designed the layout, and render graphically executed marketing materials in all media (both in print and in web) adhering to clients' brand guidelines

## Experience

### **Senior Web Designer, Wireless Internet Solutions, Inc.**

March 2000 to Aug 2001, Makati, Philippines

- Designed and developed company's WAP conference website that has won the prestigious People's Choice Award for the 2000 Philippine Webby Awards
- Head of web development initiative focused on leading a team of designers and programmers to create in-house websites of company's subsidiaries
- Key player in conceptualizing and developing design paraphernalia for the company, and its subsidiaries such as corporate branding, posters, banner ads and websites
- Created online marketing assets like site banners, splash pages, site popups, email blasts as well as print ads to promote company's latest software products to boost marketing campaigns
- Pioneer member of the company's WAP development team, focused in creating low resolution bit-rate graphics for mobile applications and animations

## Education

### **STI College '97-'99**

Diploma in Multimedia Arts

### **University of the Philippines '93-'97**

Bachelor of Arts in Anthropology

### **Hobby**

Photography  
Running  
Biking