

Wyeth Mendoza

Over 14 years of extensive UX/UI design work experience for Desktop Web, Mobile-optimized Web and Native Apps (iPhone, iPad & Android). A four-time finalist and People's Choice Award Winner in the Philippine Webby Awards. Conceptualized, designed and developed numerous Mobile, Web and RIA projects for well-known companies in the fields of eCommerce, Automotive, Health Care and Financial Services.

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Work Experience

Senior UX Designer - MOBILE, Quidsi (an Amazon.com company)

April 2013 to present, Jersey City, NJ

- Lead mobile UX/UI for all 10 Quidsi site brands across multiple technology platforms (iOS iPhone/iPad, Android & mobile-optimized sites)
- Daily participation in shaping the entire product's user experience process; user research, heuristic evaluation, benchmarking, testing, information architecture, experience design and UI design
- Gathers business, user interface needs and information architecture requirements to execute new mobile projects and features
- Conceptualizes and design wireframes, interaction workflows, prototypes, high-fidelity mockups for all new products and features across multiple supported mobile platforms (iOS iPhone/iPad, Android & mobile-optimized sites)
- Extensively interface with the mobile development team and project management team to ensure design specifications are well implemented with high quality as well as help deliver the final product to App Store and Google Market Place.

Senior UX Designer, WEB, Quidsi, Inc. (an Amazon.com company)

September 2011 to March 2013, Jersey City, NJ

- Spearheaded the entire UX initiative for the site launch of Casa.com, Afterschool.com, VineMarket.com, Bookworm.com and Look.com
- Liaised with Business Analysts (BA) and marketing and merchandising executives, analyzed and solidifying stakeholder's requirements documentation, and converted inputs and objectives into a user-focused design solution
- Created digital-based user-centered experiences utilizing UX methodologies including user interviews, user research, heuristic evaluations, best practice bench-marking, and usability testing and with conception, creation and presentation of experiences through summary description, high-level wireframes, work-flows, and design mockups considering SEO and web best practices
- Implemented detailed information architecture, user flows, sitemaps, wireframes and specification documents to communicate a seamless user experience to developers.
- Created visual design concepts from sketches/storyboards through pixel-perfect design mockups including creation and design spec of new branding, UI design and layout for new sites, features and functionalities and visually executing against a design guideline.

UX/UI Design

App Design (iOS & Android)
Mobile / Desktop Web
Information Architecture
Story boarding & Journey Maps
Low/High Fidelity Wireframes
Heuristic Evaluations
Screen Mock-ups
Rapid Prototyping
Agile Approach
Usability Testing
Screen Flows
RIA Dashboards
Style Guides

Visual Design

Identity/Branding
Design Leadership
Graphic Production
Image Manipulation
Asset Optimization

Tools

Sketch 3
Photoshop
Illustrator
InDesign
Fireworks
Omnigraffle
Invision, Proto.io
POP, LiveView
Axure
Quartz Composer
Origami
Sublime text
Whiteboard & Colored Markers

Project Highlights

(Web & Mobile)
Diapers.com
Soap.com
Wag.com
YoYo.com
Casa.com
VineMarket.com
Bookworm.com
Look.com
IBM
BMW ME
Rolls Royce ME
Press Ganey
Credit Suisse
Patent Freedom
College Fanz
Diversey

Work Experience

Lead UX/UI Designer, OpenCrowd Inc.

April 2008 to September 2011, New York, NY

- Deep hands-on involvement in user experience design projects for fortune 500 client engagements
- Actively participated on conceptualizing / strategizing intuitive user experiences and facilitate creative sessions amongst internal/external stakeholders to address key interface unmet needs that would greatly impact usability
- Spearheaded all facets of visual and user interface design on multiple design projects
- Delivered UI designs and interaction workflows that provide exceptional user experiences
- Ensured functional and design requirements are in sync throughout the design lifecycle
- Worked on Web & Mobile (native as well as Mobile Web) interfaces using HTML5 and CSS3 standards
- Analyzed competitors as well as monitor and incorporate industry trends and best practices into interface designs
- Served as key point of contact to the client for creative direction and reviews

Lead UI Designer, InfoLearner, LLC

October 2007 to April 2008, New York, NY

- Executed 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

Hobbies
Photography
Running
Biking

Work Experience

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

Senior Web Designer, Wireless Internet Solutions, Inc.

March 2000 to August 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

Education

Associate's Degree in Multimedia Arts

STI College '97-'99

Bachelor's Degree in Anthropology

University of the Philippines '93-'97

Hobbies
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