



# Mariana Mendoza / FigureM

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## EXPERIENCE

### Sapient - Art Director

Feb.2008 - Jan.2011

Art Director for the Sapient Marketing team. Duties include: Concept, Design, Illustration & Photographer for Event Material, Collateral, Print Ads, Tee-shirts, Logos, Online Marketing/Stories, Brand Campaigns and anything else to keep the Sapient Brand consistent, yet fresh and at the top of the game. Also did some design and production work for the Citibank team which included: Landing pages, banners, email blasts, etc. Some pitch work included.

### FigureM Inc. - Creator

2005 - Present

Freelance creative services include: Brand Identity, Web-Design, Print Design (Posters, Album Covers, T-shirt Designs, Wine Label Design), Packaging, Illustration, Online Marketing (Email Blasts, Banners, Animated Gifs), etc.

### Youngarmy Group Inc. - Partner / Art Director

2005 - Present

Creates and maintains entire brand image and marketing for this "organic brand". From brainstorming concepts, to fully executing its look and feel.

### Irene Marie Management - Media Director / In-house Designer

2000 - 2007

Created individual identity/press packages for highly requested models. Manipulated and color corrected photos. Developed the layouts for comps. Filmed castings, edited, and optimized videos for web. Produced, filmed and edited webisodes for youtube. Designed ads, posters, invites, flyers, t-shirts, dog-tags and any other marketing materials for the agency. Served as Irene's personal photographer and designer for certain projects.

### Blue Mouse Design - Graphic Artist

1998 - 2000

The concept, design and production of bellsouth yellow page ads. Researched customer listing, evaluated heading & produced ad with the aid of macintosh/pc computer.

### Wood & Zapata Architectural Design Studio - Studio Assistant

1997 - 1998

Created freehand designs. Delivered blueprints & models. Made invoices, labels and assisted architects with general duties.

## EDUCATION

2000-2003 | Miami Ad School - Graphic Design Program

1997-2000 | Miami-Dade Community College - Associate in Liberal Arts

## SKILLS

include: free-hand illustration, digital illustration, watercoloring, metal sculpting, poetry, omelette maker, human pretzel and the personification of everyday objects.

Software: Illustrator, Photoshop, Fireworks, In Design, CSS, Html5, Wordpress, iMovie, After Effects, Etc..