

Aleqwel Mendoza

Designer/Developer

Qualifications

Team player with a high degree of design integrity. Enjoys working in a professional environment, experience in public relations, excellent written and verbal communication, specializes in visual language proficiency. Works well independently and/or with others. Ability to organize, create, motivate and handle a variety of responsibilities under tight deadlines.

Media Work History

Butterflywire.com - Designer/Developer

Santa Barbara CA 2007-Present

Design and develop a new Social Network Titled: Butterflywire.com “a new kind of network for humanity” Duties included Authoring the site script along with designing the information architecture and creating original vector content for the entire site with Adobe Creative suite.

Other task included:

- Designing the companies *brand Identity*, business systems, ad campaigns and print collateral materials.
- Creating an online advertising grid system.
- Production management and budgeting
- Assist lead PHP programmer.
- CSS Template design

url: www.butterflywire.com Launch Date October 2007

Energy Storage and Power Corporation - Web Designer

2006-2007 – Santa Ynez, CA

Designed and developed a Flash base Business to Business website

- Brand Identity/Trademark Design

Created a *brand identity* that communicated the company's philosophy, goals and strengths. Once this was achieved I implemented a brand strategy that integrated seamlessly into the web. The final product that was delivered was a web brand Identity system that included the development of a dynamic flash based website.

- Design Web Brand/Masthead

Vector Graphics Illustration

Created graphics that included the illustrations for the charts, graphs and schematics throughout the web-site. Along with designing the masthead, skins and background art for each section

- Information Architecture

Developed the blueprint plan for the site from there I created the script that included the design of the navigational feature's of the site as well as the branching and interactivity.

- Web Page Design

created flash sequence's and design the layout of web pages.

url: www.espcinc.com

Telemedia Messaging INC - Designer/Developer

Santa Barbara CA 2004-2005

Co-Developed a wireless instant message engine and a wireless marketing model along with designing product *brand identity*.

- Design the WIME Wireless Instant Message Engine system architecture
- Develop a wireless marketing model that utilizes SMS/MMS technologies
- Created strategic alliances with handheld device manufactures and wireless carriers
- Research and identified new wireless Instant Message market.
- Negotiated licensing agreements with third party developers

Luminous Interactive - New Media Director

Santa Barbara CA 2002-2003

Contributed in the area's in design, *brand identity*, market realization and project management.

- Redesign the companies brand identity and business systems.
- Developed a multimedia sales presentation package that included print, CD-ROM interactive and website.
- Served as in-house lead computer designer for print, interactive and web projects.
- Co-develop wireless marketing service/ division utilizing SMS/MMS technology.
- Co-developed companies production methodology and contributed to the creation of "H.I.P" Human Interface programming.

Other responsibilities included: Sales and marketing of company's production services and creating a speaker support presentation campaign.

Reference Portfolio Site: www.lidm.com go to Web tab Click "Experience is the message" campaign. This presentation was design to offer new media services to new and existing clients. It was produced in print, web and CD-ROM. I designed and co-wrote the entire project using Adobe Creative Suite and Macromedia's Flash.

Aleqwel Studios -Media Consultant /Art Director

San Francisco-Santa Barbara 1997-2002

Design and consulted media development services ranging from live action, animation, interactive media and print design. Specialized in *brand identity* and market realization

- Authored Proposals, production budgets and wrote ad copy for media kits and marketing materials.
- Design *corporate identity* and new media marketing materials from concept to production.
- Created self-promotional interactive speaker support presentations.
- Research/Forecast ad market economy, consumer *brand* appeal and new media technologies.

Other Responsibilities included: Sales and marketing of new and existing accounts along with managing/supervising of up to 6 production artist/engineers.

Client List: Esprit Clothing, Digital Lounge, Chumash Resort & Casino, Viejas Reservation, eStreet Financial, Cirque Digital, EarthWalk Series, Red Road WaterScapes, O (water) project, Community Environment Center, InterTribal Media Village, OptN2.com. (Portfolio available upon request)

Tarzan Studios. INC – President-Creative Director
1992-1996

San Francisco, CA

Led the creative direction of the studios media projects and client service contracts ranging from print, interactive, web, animation and film/video.

-Design and developed companies *brand identity* as a pioneer in the integration of graphic design, computer programming, audio, animation and film/video. Later to become one of San Francisco's first multimedia company located in what is now coin "multimedia gulch".

-Developed a production methodology that attracted some of the most talented writer's, artist, scientist and technicians in the bay area. By 1994 Tarzan Studios had won and worked on several projects that were given New Media Vision Awards in the field of interactive design and digital media.

Clients included Pacific Bell, Wells Fargo, US West-Sprint, National Geographic, National Semi Conductor, Getz International Travel, The Discovery Channel, Wired Magazine, SF Virtual Reality Group, Perkins/Boyer Advertising and Xaos Tools

Production Skill set

Art Direction, Brand Identity, Computer Design, Illustration, and Desktop Publishing

Web Production Skills

Web Branding, UI Design, Information Architecture, Scriptwriting, Illustration and Computer Design.

... creating visual design solutions for web projects, including: visual interface design systems and functional interactive elements, new page design layouts, e-newsletters, typography, photography/imagery, promotions, design templates and other graphical needs.

UI / Design: Experience with user interface design methodologies and executing usable functionality .

Design Applications: Intimate knowledge of Adobe Photoshop, Illustrator, ImageReady / Fireworks, In-Design and Quark.

Consumer Internet Applications: Experience designing interfaces for Internet consumer products, specifically Web-based applications emphasizing strong user experience.

Visual Sense: A passion for great design, with an excellent eye for color, composition, interface design, and typography.

Presentation Technology/Speaker Support

Proficient in Powerpoint, Keynote and Acrobat

Production & Planning: Strong organization and communication skills. Experience working with printers and sourcing projects, including graphic optimization and asset management. Have the ability to work on and manage multiple projects at once.

Technical Understanding: Will not be required to code, but experience writing valid HTML & CSS. Solid understanding of dynamic web standards such as Flash, ActionScripting

Education/Training

San Marcos High, Santa Barbara, CA

Santa Barbara City College: General Studies/Marketing Communications

Otis Parsons: Graphic Communications -Los Angeles,CA

SF Multimedia Developers Group: Multimedia Studies Program: Completed courses in Interactive design, Web design, CD-ROM authoring and digital content development.

Accolades

- Lecture at the San Francisco Art Academy Re: Content development for the multimedia industry
- Panel Speaker at the Jackson Hole Wildlife Film Festival
- Panel Speaker at the American Indian Film Festival
- 1986-89 Publisher of We Deliver and Home & Office Magazine
- 1994 New Media Vision Awards- Corporate interactive: Client Pacific Bell
- 2001 Best Wine Label- Hancock College