

FIDEL MENDOZA JR.

Albany, CA 94706 | 707.293.5058 | fidelmendozajr@yahoo.com | LinkedIn: www.linkedin.com/in/fidelmendozajr | Portfolio: www.mendozatti.com

PROFESSIONAL SUMMARY

Results-driven Art Director and Senior Graphic Designer with a distinguished 12-year career in creating compelling digital and print designs. Adept at translating creative visions into impactful visual experiences. Demonstrated success in leading cross-functional teams, driving brand development, and implementing creative strategies aligned with organizational objectives. Proven ability to deliver high-quality designs across various platforms, including logos, branding, package design, and websites. Seeking a challenging role to contribute innovative design solutions and elevate brand aesthetics in a dynamic and collaborative environment.

PROFESSIONAL EXPERIENCE

Flying Blue Imports, Remote

Lead Creative Designer

April 2023 - January 2024

- Shaped and executed the visual identity across diverse platforms, ensuring brand consistency.
- Provided design leadership by collaborating with cross-functional teams to achieve company objectives.
- Oversaw multiple design projects, ensuring quality standards, timely delivery, and client satisfaction.
- Implemented efficient workflows, incorporating the latest design tools to optimize the creative process.

Bundschu Company, Sonoma, CA

Art Director/Sr. Graphic Designer

July 2021 - January 2023

- Directed the aesthetic and design direction for a portfolio of brands, elevating visual storytelling.
- Led marketing and brand design across various channels, enhancing customer experiences.
- Conceptualized and designed assets for website, email, social, on/off-premise, ensuring brand coherence.
- Collaborated with internal teams to develop and execute creative strategies aligned with business goals.

Bronco Wine Company, Napa, CA

Graphic Designer Supervisor

October 2017 - July 2021

- Promoted to Graphic Designer Supervisor after demonstrating leadership as Graphic Designer and then Lead Graphic Designer.
- Supervised a team in producing controlled wine brand graphics, maintaining high-quality standards.
- Created and designed labels for new wine brands, contributing to brand portfolio expansion.
- Managed the design and production of a variety of printed materials, ensuring brand consistency.
- Monitored projects, resolving technical issues, and maintained efficient workflows for team productivity.

Fior Di Sole | Ca' Momi, Napa, CA

Senior Graphic Designer

September 2016 - October 2017

- Promoted to Sr. Graphic Designer for exceptional creativity and contributions in developing new brands as Assistant Brand Manager-Private Label.
- Directed art and graphic design projects from concept to completion, ensuring visual excellence.
- Developed a portfolio of wine label brands, meeting customer needs and market demands.
- Spearheaded design concept development, execution, and production, contributing to brand success.
- Maintained a keen eye for detail, consistently delivering high-quality design solutions.

Marketing Associate-Graphic Designer

April 2014 - September 2016

- Produced graphics for distribution, retail, and direct-to-consumer, meeting diverse stakeholder needs.
- Assisted in the design and production of impactful trade show materials, enhancing brand visibility.
- Contributed to the creation of sales collateral materials, aligning design with marketing strategies.

Mission Neighborhood Centers, San Francisco, CA

Safe Haven Group Facilitator

January 2013 - April 2014

- Provided valuable community support as a Safe Haven Group Facilitator, fostering a positive and inclusive environment.
- Successfully facilitated group sessions, contributing to a supportive and collaborative atmosphere.
- Managed the program effectively over 1 year and 4 months, ensuring consistent and reliable support for participants.
- Engaged with individuals on-site, demonstrating a commitment to community well-being.

EDUCATION

California State University-Fresno, Fresno, CA

Bachelor of Arts, Graphic Design

SKILLS

Technical Skills: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere, Rush), Graphic Design, Typography, Branding, Advertising, Web Design, Printing, Layout Design, Print Production, Color Theory, Vector Illustration, Photo Editing, Typography Pairing, Social Media Graphics, Infographic Design, Print Layout Optimization, Brand Guidelines Development, Storyboarding, Icon Design, Presentation Design, Basic Project Management, Cross-Cultural Design, Slack, Asana, and Microsoft Teams.

Soft Skills: Creativity, Adaptability To New Challenges, Collaborative Spirit, Effective Communication, Strong Problem-Solving Abilities, Meticulous Attention To Detail, Efficient Time Management, Leadership Acumen, Client-Focused Approach, Openness To Feedback, And A Keen Sense Of Emotional Intelligence.

Languages: Spanish (Native/Bilingual)

CERTIFICATIONS

Sonoma State University, Online

Wine Business Management (WBM) Online Certificate