



Lilibeth Mendez
Graphic Designer
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Fluent in Spanish and English

EXPERIENCE

03.2023–Present

Topograph | Designer II

Directed a team of 4 designers and managed 15+ projects at a time, which included: websites, brand identities, campaigns, brand strategy, social media, content creation and editorial. Worked directly with clients by overseeing budgets, coordinating photoshoots, creating social content and building yearly social calendars for social media. Created campaigns in Spanish & in English. Handled Spanish translations of marketing materials. Brought various clients' social media engagement up 3000% via content creation (graphics, photography, video assets) & audience engagement. Handled editorial design, website management, copywriting, and social media management for Visalia Lifestyle Magazine. Clients included: Tulare County Health Care and Mental Health Centers, Tulare County Assessor's Office, Don Pedro Reservoir Agency, California Friday Night Live Partnership, and Sequoia Tourism Council.

05.2020–Present

The Fabulous Group | Graphic Designer

Designed and implemented visual identity and marketing strategy across all touchpoints. Developed and manage their website as well as all marketing and graphics.

05.2022–02.2023

Centered Marketing Group | Graphic Designer

Managed, designed, and created content for 40 different companies in the agriculture and industrial space. Developed, managed, and oversaw clients websites and social media. Designed animations, social posts, marketing materials, signage, environmental graphics, and brand assets (ex: logos). Oversaw printing materials and made sure files were production ready.

04.2021–10.2021

Robert Half | UX Designer

Collaborated with graphic designers, copywriters, developers, and various departments on a virtual 2022 Salary Guide. Took the project from lo-fi wireframes all the way to UAT testing, soft and hard launch in a fast-paced environment.

07.2020–09.2021

Bacio Design & Marketing | Designer and Web Developer

Designed Year in Reviews, Annual Reports, Virtual Tours and various COVID-19 Materials for private schools, universities, and the city of Los Angeles. Created, managed, and custom coded websites.

08.2018–09.2020

Real Farm Fresh | Founder and Creative Director

Built an educational Instagram account and served as primary storyteller using my own graphic design, branding, photography and video interviews. Built key relationships with leaders in the agriculture industry.

EXPERTISE

Expert knowledge in Wordpress, Elementor, Figma, Illustrator, After Effects, InDesign, Photoshop, Facebook Business Suite PowerPoint, Facebook Business Suite, Loomly, HTML/CSS, XD, Wireframing, Canva, UAT testing, and Zeplin.

Working knowledge of: MadMapper, Spark, Procreate, SketchUp, and Lightroom.

Non-technical skills include copywriting, social media management, lasercutting, surface pattern design, and DSLR photography.

EDUCATION

01.2018–05.2020

ArtCenter College of Design
Pasadena, CA

Bachelor of Fine Arts in Graphic Design
Graduated with Honors

Focused coursework at ArtCenter:

11.2019

DesignStorm, Aquarium of the Pacific

Collaborated with ArtCenter faculty, students, and representatives from the aquarium on the exploration of climate impact on sea level rise in Long Beach.

RECOGNITION

01.2018–04.2020

ArtCenter Student Gallery
Mexico Lindo y Querido (packaging)
Breakfast lunch dinner. (book)

ArtCenter 1111 Gallery
Collateral Damage (book and poster)

03.2020

Featured as the “out of the box” career during the 2020 National Ag Week by California Women for Agriculture.

09.2021

Gold Education Digital Marketing Award in the admissions website category
Westridge virtual tour, Bacio Design & Marketing