



ART DIRECTION & CREATIVE MARKETING

p: 818.726.3315 | e: heidysmendoza@gmail.com
heidymendoza.com

PROFILE

An Art Director with over 10 years of television experience and project management. A creative leader with revenue-producing concepts in print, on-air and digital platforms.

PROFESSIONAL EXPERIENCE

Art Director | Z Living Network, Hollywood, CA

July 2015 – Present

Create and manage all marketing materials to support all departments for show launches and branding campaigns. Oversee designs for print, digital and broadcast.

Senior Art Director, Creative Services | NUVOtv, Glendale, CA

May 2011 – September 2014

Managed concepts and innovative campaigns for the network, Lead the in-house design team in creative services. Responsible for the visual design process at all stages of engagement, including concept thru completion for off-air, digital and on-air projects.

Graphics Manager & Creative Services | Azteca America, Glendale, CA

January 2006 - September 2009

Directed strategic concept, design vision, and implementation of on-air branding, sales and online campaigns for a national television network. Managed and administered all network sites.

Graphic Designer, Marketing and Promotions | Univision Communications, Los Angeles, CA

September 2003 - November 2005

Created and executed design concepts and developed artwork for on-air and marketing materials, including print advertisements, direct mail, web sites and special events such as the Uprfront.

Freelance Graphic Designer | TuTv Cable Network, Los Angeles, CA

December 2003 - December 2004

Produced and implemented design concepts and developed artwork for all print & sales materials for the launch of the TuTV Network.

New Media Intern | Disney ABC Television Group – Radio Disney, Burbank, CA

May 2002 – August 2002

Internship in the New Media/Interactive department for RadioDisney.com. Updated web videos, photos and graphic elements to website.

EDUCATION

Woodbury University, Burbank, CA | Cum Laude

Bachelor of Science Graphic Design, Entertainment Graphics Concentration

AWARDS

2008 Promax | BDA Design Award Finalist: General Branding-Image Campaign using Integrated media

2006 Promax | BDA Bronze World Award: Art Direction and Design PSA

SOFTWARE

Adobe Illustrator, Photoshop, InDesign, After Effects & Keynote. Microsoft Office, Word, Powerpoint, Excel

CREATIVE BRANDING
WEBSITE DESIGN
INTEGRATED MARKETING

BRANDING PRESENTATIONS
INTERACTIVE DESIGN
LOOKBOOKS