

WYETH PAUL E. MENDOZA

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QUALIFICATIONS SUMMARY

- **Nine** years of experience in the **web site design** industry.
- Expertise in **web site graphics creation** and **web interface design**.
- Superior working knowledge of the latest web design applications including **Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, ImageReady, Flash)**
- Experience in web development using **HTML, XHTML and CSS**.
- Well-versed in Search Engine Optimization techniques to ensure high traffic in websites.
- Rich experience in building websites from **site conception to site completion**.
- Conceptualized, **designed and developed over 80 websites** for various popular corporations in the automobile and banking industry.
- People's Choice **Award Winner** at the 2000 Philippine Webby Awards.
- Strong **understanding of technical issues** surrounding web content, creation and maintenance and search engine optimization.
- Highly **organized and detail oriented**, with the ability to deliver on time and with high quality.
- Strong leadership skills as exhibited by being **consistently chosen as team leader** for major design projects.
- Strong work ethic combined with a **commitment to excellence** in all projects undertaken.
- Excellent **interpersonal and communication skills**.

TECHNICAL SKILLS

Web Graphics: **Adobe PhotoShop, Adobe ImageReady**, Adobe Dimensions
Vector Graphics: **Adobe Illustrator**, Adobe Fireworks
Motion Graphics: **Adobe Flash**
Authoring Software: **Adobe Dreamweaver**, MS Frontpage, Notepad
FTP Technologies: Fetch, **CyberDuck**, WS FTP
Web Technologies: **HTML, XHTML, CSS**, JavaScript
Operating Systems: **Mac OS X, Windows 9x/NT/2K/XP**
Other Skills: **MS Office** (Excel, PowerPoint, Word), various web graphics optimization applications

EDUCATION

Diploma in Multimedia Arts, STI College, Philippines, 1999
Bachelor in Arts in Anthropology, University of the Philippines, Philippines 1997

PROFESSIONAL DESIGN EXPERIENCE

Info Learner, LLC – New York, New York

Lead Web Designer/User Interface Designer

Oct. '07 – Present

Responsibilities:

- Conceptualize design mock-ups and website design concepts for numerous online/multimedia projects. This includes planning, analyzing and creating visual solutions for online/multimedia initiatives of the company.
- Responsible for deciding the effective and most creative way of expressing a product/service through online media initiatives by way of website design, multimedia design, animation design or online banner designs.
- Convert web interface designs to CSS (Cascading Style Sheets) and xHTML (eXtensible Hypertext Markup Language) in preparation for backend deployment.
- Create the abstract of the databases needed at the backend to be built by the developer for each of the website projects and directs the developer for the database implementation and database relationships.
- Oversee in-house websites and other creative initiatives of the company.
- Responsible for ensuring consistency across all elements in each site, maintains consistent industry-competitive "look and feel" for all Info Learner LLC client's websites, company's internal websites and its sister companies.
- Optimize websites for search engine listing making proper use of META tags, alternate tags, correct and compliant syntax and CSS validations to make sure site has maximum exposure to search engine listings as well as follow the Web standard programming procedure.
- Ensure cross-browser and cross-platform compatibility of all the elements present in our site designs to CSS and XHTML in preparation for backend deployment.
- Optimizes web sites for search engine optimization making proper use of meta tags, alternate tags, correct syntax and CSS validations.

Experts Technology Solutions – Jeddah, Saudi Arabia

Creative Director for Web Operations

Oct. '01 – Oct. '05

Responsibilities:

- Spearheaded the design team in conceptualizing, developing and implementing design concepts for big-named clients from automotive and banking sectors.
- Key player in providing quality control checks for all around design requirements for company's clients.
- Provided clients with mock-ups and site concepts for various design projects.
- Lead graphic concept designer for major IT initiatives of the company.
- Provided intuitive graphical user interface for software applications that the company develops.
- Ensures cross-browser compatibility of all elements on our sites.
- Works with web development team to create interfaces for new content and web based applications on Internet and Intranet.

Wireless Internet Solutions, Inc. – Manila, Philippines
Solutions Consultant/Senior Website Designer

Mar. '00 – Sept. '01

Responsibilities:

- Head of website development projects of the company
- Team leader of doAsia website (a regional, Asia-wide travel and leisure website)
- Key player in conceptualizing and developing design paraphernalia for iAyala Company Inc, and its subsidiaries. (company logos, posters, banner ads, websites)
- Responsible for ensuring consistency across all elements in each site, maintains consistent industry-competitive “look and feel” for all iAyala web sites.
- Member of the company’s WAP development team
- Designed and developed company’s WAP conference website that has won the prestigious People’s Choice Award for the 2000 Philippine Webby Awards.

Web Philippines Inc. – Manila, Philippines
Senior Design Associate

Jan. '99 – May '00

Responsibilities:

- Created the most number of internal and external sites in the company’s 3-year history.
- Updated and maintained the company’s two largest and most profitable internal sites.
- Directly supervised a team of 4 junior web developers.
- Core member of design conceptualization team.