



**EDWING MENDEZ**

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## PROFILE

An interdisciplinary designer who is obsessed with culture, technology, and [gradients](#).

## SKILLS

Concept Development  
Brand Strategy  
Design Thinking  
User Experience  
Bilingual (Spanish)  
Film & Digital Photography  
Printmaking  
Woodworking  
Projection Mapping  
Video Editing  
Animation  
Sound Design

## SOFTWARE

Full Adobe Suite  
Protools  
iWork  
HTML5 & CSS3  
Quartz Composer  
Arduino  
PHP  
Wordpress

## EDUCATION

2018  
**KC GENERAL ASSEMBLY**  
User Experience Design Pilot Course

2014  
**KANSAS CITY ART INSTITUTE**  
BFA - Graphic Design

2012  
**MIAMI DADE COLLEGE**  
AA - Art  
AS - Sound Engineering

2008  
**R.M.E.C HIGH SCHOOL**  
Commercial Arts Program

## DIVERSITY & INCLUSION

2017-PRESENT  
**AIGA KC BOARD**  
**DIRECTOR OF DIVERSITY & INCLUSION**  
As Director, I lead a team of committee members to tackle that unique challenge of how a design community addresses issues of access, inclusion, equity, justice, and more. We are able to recognize and address KC's unique D&I challenges with the guidance and support from the national D&I taskforce.

2015-2019  
**B\*INCLUSIVE @ BARKLEY**  
**COMMITTEE LEADER**  
While at Barkley, I led a committee with the goal to educate our fellow partners about inclusivity and cultural proficiency. We explored how a creative agency takes on D&I in engaging and thoughtful ways by understanding that hiring is only one facet of this complex issue.

2014  
**LATINO ORG. FOR CULTURE, ARTS, & LANGUAGE KCAI**  
**PRESIDENT**  
Responsible for facilitating meetings, connecting with community leaders, and programming. This was my first step into a passion for cultural representation and the need for diverse perspective in creative spaces.

## EXPERIENCE

2019-CURRENT  
**FREELANCE**  
**DESIGN / ART DIRECTION**  
Bringing my diverse background and skill sets to any client I serve. I can handle anything from Brand Identity to UX design to Art Direction.

2014-2019  
**BARKLEY**  
**SENIOR DESIGNER**  
My role at Barkley was always in flux, and that's how I liked it. I got my hands on everything from art direction on national TV campaigns to designing immersive digital experiences. Barkley's high standard of design meant that I was always pushing my skill set. I was also recognized for my knowledge of multiculturalism and its role in advertising & design.

2014  
**HISPANIC CHAMBER OF COMMERCE KC**  
**DESIGN & BUSINESS INTERN**  
During my internship, I designed new templates to increase efficiency for commonly used promotional materials, along with providing day to day design needs. The chamber was a great place to learn more about business beyond a marketing point of view and provided me access to a diverse entrepreneurial community.

2008-2012  
**MIAMI DADE COLLEGE CONTINUING EDUCATION**  
**ASSISTANT GRAPHIC DESIGNER**  
My professional design career started in a 3-person design department that produced promotional materials for Continuing Education classes. Our team managed all print elements from single class flyers to large class catalogues for several hundred courses. This required a strong technical foundation to manage the high volume of work.