

# Andrew Mendosa

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Seasoned food entrepreneur and business operator/owner with vast experience ranging from designing menus to orchestrating culinary events. Teach for America alumni with proven track record of creating and delivering educational experiences that delight and inform. Recent graduate of Wyncode's Immersive UX/UI program excited to design impactful world class digital products.

Lean UX Methodology  
UX Framework  
Ideation

User Journey & Workshops  
User Testing  
Information Architecture

Wireframes  
Prototypes  
Design Thinking

Sketch  
Invision  
Keynote

## PROJECTS

### **MIAMI VICE SOCCER MOBILE APP**

*An informative, engaging sports app that connects users to each other and the team, while helping to build community*

- Created a mobile app prototype for the new Miami Major League Soccer team by conducting field and desk research, designing surveys and analyzing research data

### **CITY OF MIAMI PERMITTING BRIEF**

*Presented a plan to revamp and streamline the online permitting process to the City of Miami and Mayor's Office*

- Audited existing and beta website redesign, disseminated and analyzed surveys, created user testing guides and conducting 1:1 UX Testing with small business owners

### **SMART THREADS ECOMMERCE APP**

*A mobile app providing a curated selection of the world's smartest wearables and clothing*

- As Senior Researcher, directed UX framework from research to wireframes, including competitive and best in class audits, social listening, assumptions and hypothesis and persona creation

## EXPERIENCE

**LOVELY ROOTS GOURMET**, Miami, FL

**2016- Present**

### ***Creative Director***

- Lead creative strategy and direction, marketing, public relations and social media campaigns
- Increased client base of high-net worth individuals by 120% in two years span
- Perform HR/recruiting duties: define job duties, execute searches, conduct interviews and contribute to offer decisions

**MIAMI DADE COUNTY PUBLIC SCHOOLS**, Miami Gardens, FL

**2014- 2016**

### ***History Teacher, Norland Senior High***

- Created daily lesson plans, activities and assessments for 175 students based on World and US History curriculums
- Taught Cambridge International Examinations classes to two sections of Honors students

**LARGEUP.COM**, Miami & New York

**2014- Present**

### ***Contributing Writer***

- Conduct research and add tone and voice by writing to target audience for leading online global platform for Caribbean music, arts and culture

**VENTURE HIVE**, Miami

**Summer 2017**

### ***Intern***

- Reformulated existing training modules and materials to suit non-profit organizations
- Assisted in the development of the initial Teach for America-Venture Hive Summer Accelerator Program

## EDUCATION

**Wyncode Academy**, Miami, FL

**2018**

***Immersive UX/UI program, 8 weeks (360+ hours)***

**College of Charleston**, Charleston, SC

***Bachelor of Arts, History***