



# Daniel Mendoza

## Graphic Designer

### Experience:

#### Freelance Graphic Designer (January 2021 – Present)

- **CJ Pony Parts** Harrisburg, PA (January 2021 - Present):  
Moved to remote contract work as a freelance designer to continue helping the marketing team with brainstorming sales ideas and designing graphics.
- **Gaby's Cafe** Rhinebeck, NY (May 2021 - Present):  
Commissioned to oversee a redesign of their logo, menu, and business cards as well as create new shirt designs for staff and customers. Currently, I am running their social media pages, brainstorming and creating weekly photo and video content.
- **Sofia Decora** Red Hook, NY (February 2022):  
Collaborated with the owner to design a logo, business card, stickers, and website for a new party decoration business.

#### CJ Pony Parts Graphic Designer (October 2019 – December 2020)

Worked with a team to create a variety of marketing graphics for CJ Pony Parts and other third party sellers including emails, website graphics, decals, merchandise, gifs, social media posts, and oversaw marketing photoshoots.

#### PCT Print Lab Assistant (August 2018 – May 2019)

Assisted students with the production of design projects. Duties included size adjustments to files as well as maintenance of large format and photo printers.

#### Little League International Intern (May 2018 – August 2018)

Created a variety of work for both print and digital media, including event passes, social media posts, banners, local news and nationwide marketing advertisements, and provided event photography for the Little League World Series.

### Skills:

#### Program Skills

- Illustrator
- InDesign
- Photoshop
- Premiere Pro
- Procreate

#### Personal Skills

- Branding
- Illustration
- Marketing
- Photography
- Spanish

### Contact:

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### Education:

**Pennsylvania College of Technology** (Williamsport, PA)

- Bachelor of Science in Graphic Design
- Minor in Marketing
- Graduated May 2019
- 3.34 GPA

### Awards:

**AIGA Student Context Contest** (2019)

- Student Silver for Branding & Identity: Furvever Home
- Design Excellence for Editorial: Steelers Game Day Program