



VALERIE FONTANEZ / BRAND AND UI/UX DESIGNER

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EDUCATION

05.2017 – 12.2020

ArtCenter College of Design, Pasadena , CA
Bachelor of Fine Arts, Graphic Design

09.2015 – 01.2016

General Assembly, Los Angeles , CA
Certificate, User Experience Design

09.2003 – 09.2002

Santa Monica College, Santa Monica , CA
Coursework in Graphic Design & Interactive Media

09.2002 – 12.2002

Art Center at Night, Pasadena, CA
Coursework in Brand/Communication Design

RECOGNITION

12.20 **Graphis Poster Annual**

- Museo Della Moda Milano

12.18 **ArtCenter Provost's List**

12.17 **Communicator Awards**

- FantaSea Yachts Website

11.17 **ArtCenter Undergraduate Continuation Scholarship**

05.17 **ArtCenter Undergraduate Scholarship**

05.17 **ArtCenter Outreach Grant**

10.17 **W³ Awards**

- San Mateo County - Silicon Valley Visitors Bureau Website - Silver Award Tourism

10.16 **W³ Awards**

- The Acres Ranch of Jan Ebeling Website – Sport
- VEDC Entrepreneur Center Website – Non-Profit

05.16 **Communicator Awards**

- PBS Social Annual Report – Association
- VEDC Annual Report – Non-Profit
- The Acres Ranch of Jan Ebeling Website – Sport
- VEDC Entrepreneur Center Website – Non-Profit

STRONG WORKING KNOWLEDGE:

Photoshop

Wordpress

Keynote

Illustrator

Figma

Google Suite

InDesign

Teamwork

Dropbox

XD

PowerPoint

FTP

FAMILIAR WORKING KNOWLEDGE:

HTML / CSS

Invision

Lightroom

After Effects

Sketch

MadMapper

EXPERIENCE

06.2019 – 8.2019 / DESIGN INTERN

SAATCHI & SAATCHI, TORRANCE, CA

- Collaborated with the creative director of Toyota Brand & Design team on assets for the new visual identity system.
- Developed logo and spatial designs for Toyota national event seasonal campaigns.
- Created design examples for the Toyota brand guidelines.
- Designed PowerPoint presentations and examples for dealerships to understand, and how to apply the new identity system to local marketing campaigns.
- Developed a cohesive marketing campaign as part of an internship project with strategists.
- Mentored and art directed junior design interns.

05.15 – 02.18 / PRINT AND UI DESIGNER

COUNTERINTUITY, BURBANK, CA

- Collaborated with the creative director and copy team on strategy, brand research, ideation, concept development for clients in various markets including non profit, education, financial, medical, hospitality, manufacturing, and fitness.
- Designed print and digital deliverables, under time restrictions on the Teamwork project management system to ensure projects were delivered on scope, on time, and within budget.
- Assisted in project bidding for new prospect clients.
- Helped improve company processes and procedures for budgets, production, and customer experience.
- Mentored junior designers and project managers in digital industry standards and best practices.

03.14 – 05.15 / UI DESIGNER

MOPRO, COSTA MESA, CA

- Conceptualized and designed UI for websites on proprietary content management system for PepsiCo and other high profile clients in various markets including finance, medical, hospitality, food, fashion, fitness, and real estate.

02.03 – 02.14 / UI DESIGNER

SIXTHMAN COMMUNICATIONS, REMOTE

- Lead UI designer for a sports marketing agency, creating a full branding ecosystem for NFL athletes, entertainers, public relations agencies, and sports marketing agencies.
- Designed UI of websites within a custom proprietary content management system to facilitate fan interaction with client.
- Created marketing assets for additional revenue streams for the athletes through various promotional activities including online sales of branded gear.