



# 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 Design & Interactive Media

09.2002 – 12.2002

Art Center at Night, Pasadena, CA  
Coursework in Brand 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  
12.20 Scholarship

05.17 ArtCenter Undergraduate Scholarship

05.17 ArtCenter Outreach Grant

10.17 W<sup>3</sup> Awards  
San Mateo County - Silicon Valley Visitors  
Bureau Website - Silver Award

10.16 W<sup>3</sup> Awards  
The Acres Ranch of Jan Ebeling Website  
VEDC Entrepreneur Center Website

05.16 Communicator Awards  
PBS SoCal Annual Report  
VEDC Annual Report  
The Acres Ranch of Jan Ebeling Website  
VEDC Entrepreneur Center Website

### 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 campaigns.

Created design examples for the Toyota brand guidelines.

Designed PowerPoint presentations and examples for dealerships to understand how to apply the new identity system to 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 DIGITAL 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 for budgets, production , and customer experience.

Mentored junior designers and project managers in industry standards and best practices.

03.14 – 05.15 / DIGITAL 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 / PRINT AND DIGITAL 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 assets for additional revenue streams for the athletes through various promotional activities including online sales of branded gear.

### STRONG WORKING KNOWLEDGE:

Photoshop  
Illustrator  
InDesign  
XD  
Wordpress  
Figma  
Teamwork  
PowerPoint  
Keynote  
Google Suite  
Dropbox  
FTP

### FAMILIAR WITH:

HTML / CSS  
After Effects  
Invision  
Sketch  
Lightroom  
MadMapper