



# DANIELA VALDES

## SENIOR GRAPHIC DESIGNER

Farmingdale, NY, 11735

### PROFESSIONAL SUMMARY

Goal-driven Senior Graphic Artist successful at applying technical skills to create art that informs and engages customers; Outgoing and eager to assist the team and willing to take on any task. Clear communicator and collaborative team player with an eye for detail and skill in customer relations.

### WORK EXPERIENCE

#### Transdev Nice Bus

Marketing Communications Coordinator Senior Graphic Designer

JANUARY 2022-CURRENT

- Animated Advertisements
- Newsletter Design Layouts
- Handled Social Media Advertisements
- Translated all assets to Spanish for our Spanish speakers
- Bus Advertisement: Car Card Designs
- Take-one Design Layouts
- Banner Designs
- Aligned all visual design and brand messaging elements to ensure consistency across digital advertising and marketing platforms
- Company Event Design Branding
- Photographer/Videographer
- Video/Photo Effects & Editing
- Outreach Event Organizer & Informative Speaker
- Bus & Uniform Branding

#### PVM International Corp.

Junior Graphic Designer

November 2019 - January 2022

- Administrative Assistant to President of Company
- Executive Assistant to the Senior Graphic Designer
- Managed of all social media accounts
- Organizer of any regulatory updates needed for artwork and trademarks/copyright
- Managed Amazon Brand Registry
- Social Media Advertisements
- Product Development
- Traveled Internationally to meet with Distributors to discuss international advertisement assets & package regulatory specifications.

#### Grand Lux Cafe

Waitress

May 2016 - March 2022

- Followed all safety and sanitation policies when handling food and beverage to uphold proper health standards.
- Provided friendly and attentive Customer Service

### INTER-PERSONAL SKILLS

- **Bilingual:** Fluent Spanish
  - Proficient Speaking
  - Proficient Reading
  - Proficient Writing
- Photographer
  - Photo Editing
  - Photo Manipulation
- Activating negative space
- Color theory
- Typography
- Visual hierarchy
- Leader
- Communicate with cross-functional teams and internal management
- Manage (and finish) projects
- Organized
- Ambitious
- Eye for detail
- Quick learner
- Goal oriented
- Detail oriented
- Client communication
- Great In groups
- Multi-tasker
- Neat Penmanship

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### COMPUTER SOFTWARE SKILLS

#### ADOBE

- Photoshop
- Illustrator
- InDesign
- Lightroom
- Media Encoder
- Premiere Pro
- After Effects
- Acrobat
- Dreamweaver
- XD
- Dimension

#### MICROSOFT

- Word
- Powerpoint
- Outlook
- Excel
- Skype

#### OTHER

- Canva
- Procreate
- Google Docs
- Google Meet
- Google Drive

### SOCIAL MEDIA & PAID ADS KNOWLEDGE

#### SOCIAL MEDIA

- Instagram
- Facebook
- TikTok
- Twitter
- Youtube
- Buffer

#### PAID ADS

- Etsy
- Google
- Facebook
- Instagram

### EDUCATION

#### Farmingdale State College

BTech - Bachelors In Technology

Visual Communications Graphic Design 06/2021

Overall GPA 3.6/4.0

- **Deans List**
  - Spring & Fall 2017
- **Deans List**
  - Spring & Fall 2018
- **Deans List**
  - Spring 2019
- **Presidents List**
  - Fall 2019
- **Presidents List**
  - Spring & Fall 2020
- **Presidents List**
  - Spring 2021