The background features a solid light blue field. On the left side, there is a large, semi-transparent purple square. Overlapping the bottom-right corner of this purple square is a smaller, semi-transparent light blue square. This creates a layered, geometric effect.

VALENTINA SIMON DE FERRARI

PORT FOLIO

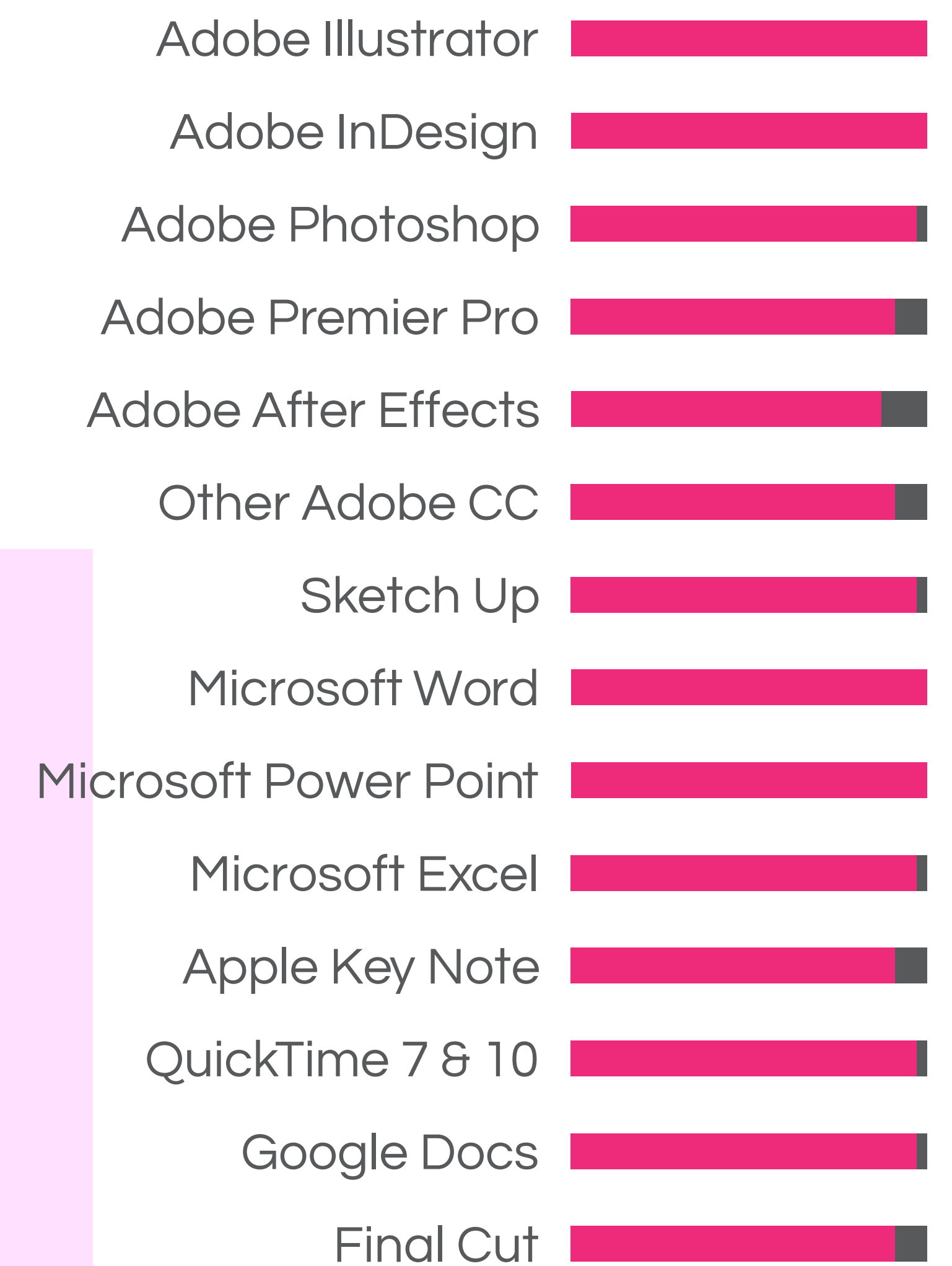


VALENTINA SIMON DE FERRARI - CREATIVE DIRECTOR

WHO AM I?

I am an experienced Creative Director & Senior Graphic Designer well versed in layout and design. I am thoroughly skilled in Adobe Creative Suite, especially using programs such as Illustrator, InDesign, Photoshop & Premier Pro. I have a demonstrated history of working in the event production industry. I also have strong expertise using the 3D modeling program, SketckUp, for architectural visualizations and site plan documents. I most often lead the creative efforts for various projects, including promotional multimedia presentations, marketing materials, newsletters and video content.

SOFTWARE SKILLS



Signage

Apps Used



Designed signage for entire venue.

Event: MB100 - Hard Rock Rising | Location: Miami Beach



Clients:



MIAMI BEACH

Signage

Apps Used



Designed signage for entire venue.
Event: Polo World Cup X | Location: Miami Beach

Clients:



Promotional Materials

Apps Used



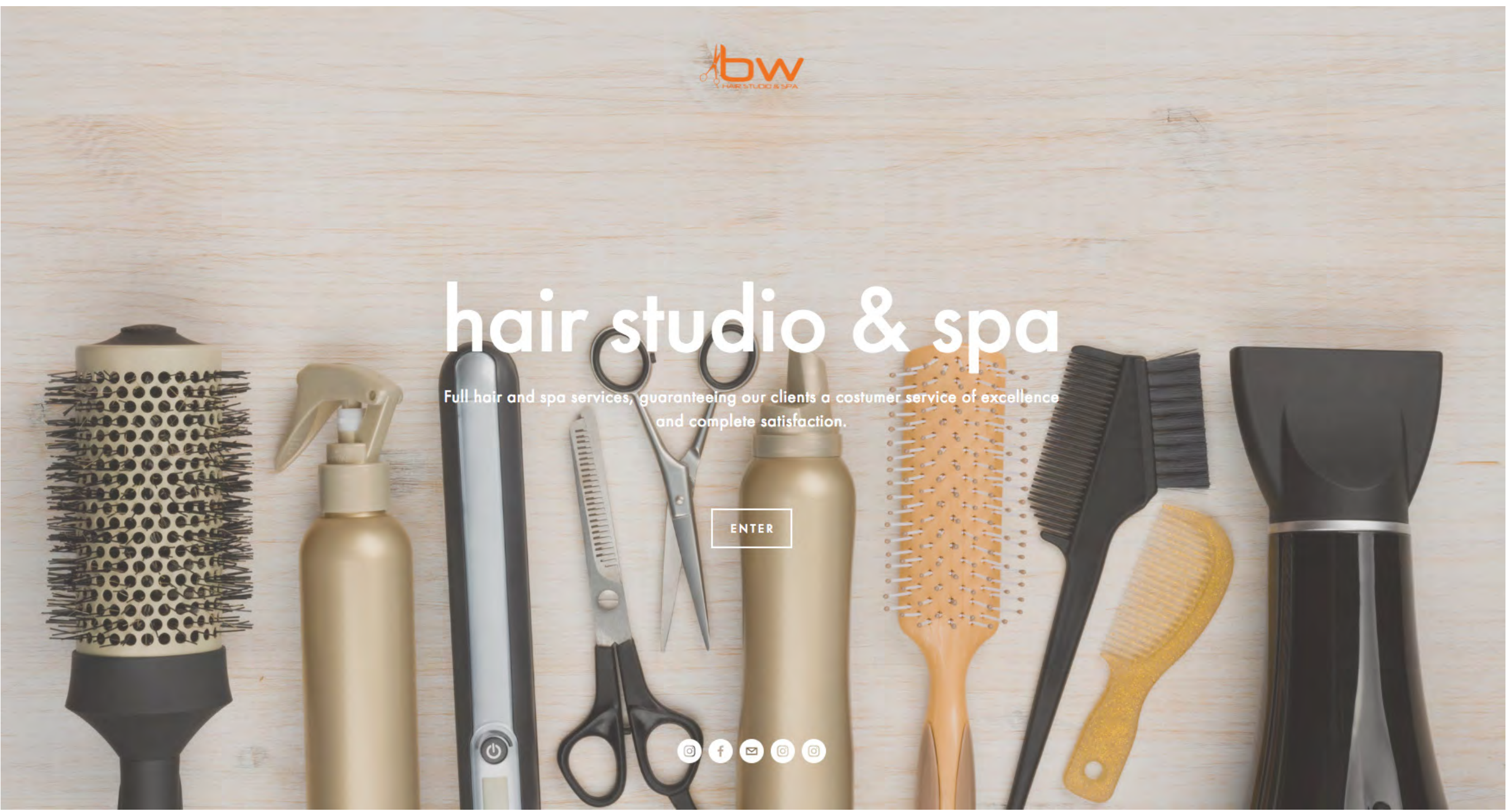
Soccer Match Flyers

Client:  **torneos**



Website design: bwhairstudioandspa.com

Client:  **bw**
HAIR STUDIO & SPA



Swatch Beach Volleyball Flyer

Client: 



Business Cards

Client: 



Merchandising

AGC Football Club Merchandising



Editorial Work

Apps Used



Clients:



Preseason Handbook

Client: 



Catalog for Carolina K

Client: 

Site Plans

Apps Used



SITE PLAN EVENT INFO

EVENT INFO:	
DATE:	AUGUST. 24, 2018
TIME:	APPROX. 6PM - 5AM
PURPOSE:	COOPERATE PROMOTIONAL
EXPECTED:	MAX. 100

UBER LIGHT UP YOUR NIGHT

SCOPE OF WORK:
Temporary decor installation for Uber commercial shoot. Venue will be open to the public on event day.

SUMMARY

An Uber Light installation that will take up a 30 x 30 area in our rented parking lot. The lighting columns, will be operated manually, but we will make it look like the installation is activated by people passing by and that it reacts to their movement. A brand ambassador will ask people to move to the designated area and book a ride. This message will be reiterated on our signage. Once in the designated area, the rider orders an Uber and activates the Spotlight feature in-app. The spot light comes on in a matching color to the light that is provided by the Uber app on their phone. (We are also operating the spotlight manually). The big reveal is the Falcon Spotlight turning in their color for the Rider and onlookers. The Uber driver arrives at the parking lot, and the participant takes their Uber ride home.

LEGEND | KEY

(9) CABLE RAMP  In-house, only power from attend at AC cable can be with cable ramp.

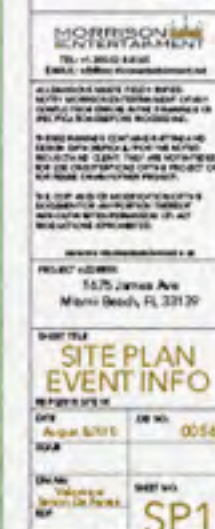


GENERATOR

GENERATOR RATED NO.
RATED OUTPUT 45
INVERTED 20 AMP 120V
W/ 100 AMP 120V 2
W/ 100 AMP 120V 2



UBER LIGHT UP YOUR NIGHT
1675 James Avenue,
Miami Beach, FL 33139
AUGUST 24, 2018



Client:



SITE PLAN EVENT INFO

EVENT INFO:
DATE: OCT. 31 - NOV. 11
2018
TIME: 10 AM - 5 PM
PURPOSE: SAILING RACE
EXPECTED: MAX. 200 DAILY

RED BULL FOILING GENERATION 2018
OCT. 31 - NOV. 11, 2018

SCOPE OF WORK:
INSTALL TEMPORARY STRUCTURES FOR USE OF SPECIAL EVENTS
INSTALL TEMPORARY GENERATOR
TEMPORARY OCCUPANT LOAD

TENTS:
(10) 10'x10'
(5) 20'x30'
(1) 40'x40'

DURADECK
FLOORING
(176) 4'x4'
for pathway
+ test flooring

SUMMARY SPECIAL EVENT SET UP IN BEACH FRONT AREA

FOILING SAILBOAT RACE OVER TWO WEEKS WITH DOMESTIC QUALIFIERS IN FIRST WEEK AND INTERNATIONAL COMPETITION IN SECOND WEEK. INCLUDES SPONSOR ACTIONS, VENDOR AREA AND SAILORS' TENT. GRASSY BEACH SOUTH OF THE PARKING LOT AND BEGINNING OF THE FISHING PIER.

LEGEND | KEY
(3) GENERATOR
GENERATOR MMD 45
RATED OUTPUT 45
DUAL 240 V 50 AMP 50 PHASE
WITH 100 AMP BREAKER
NEMA DESIGN 57 AMP 50 PHASE

GENERATORS WILL BE SURROUNDED BY FRANCHISEE CARS


WEIGHT: 20,000 LBS
SIZE: 40'x8x8'

SHIPPING COST

CAME COOL COOLING
EST. 1982

CONTAINER
VOL. 30 CUBIC YARDS
SIZE: 22'X8'X5'




ACT PRODUCTIONS
 407 LUNCAS RD # 302
 MIAMI BEACH, FL 33139
 (305) 531-1339

RED BULL FLYING GENERATION 2018
 VIRGINIA KEY, FLORIDA
 OCT. 31 - NOV 11, 2018

ACT PRODUCTIONS
 12100 N.W. 27th STREET
 MIAMI, FL 33187
 (305) 531-1339
 WWW.ACTPRODUCTIONS.COM

ACT Productions is proud to announce the 2018 Red Bull Flying Generation event. This is a unique opportunity for young pilots to compete in a series of races and challenges. The event will be held at the Virginia Key Airfield, a beautiful location with a rich history of aviation. The competition will be open to pilots aged 12 and under, and will feature a variety of aircraft, including biplanes, propeller planes, and jets. The event is a great way for young pilots to gain experience and compete at a high level.

For more information, please visit our website at www.actproductions.com or call us at (305) 531-1339.

SITE PLAN
EVENT INFO

DATE: OCT 31 - NOV 11, 2018
 VENUE: VIRGINIA KEY AIRFIELD
 CONTACT: ACT PRODUCTIONS
 PHONE: (305) 531-1339
 EMAIL: info@actproductions.com

SPONSOR: **SPI**



Client:



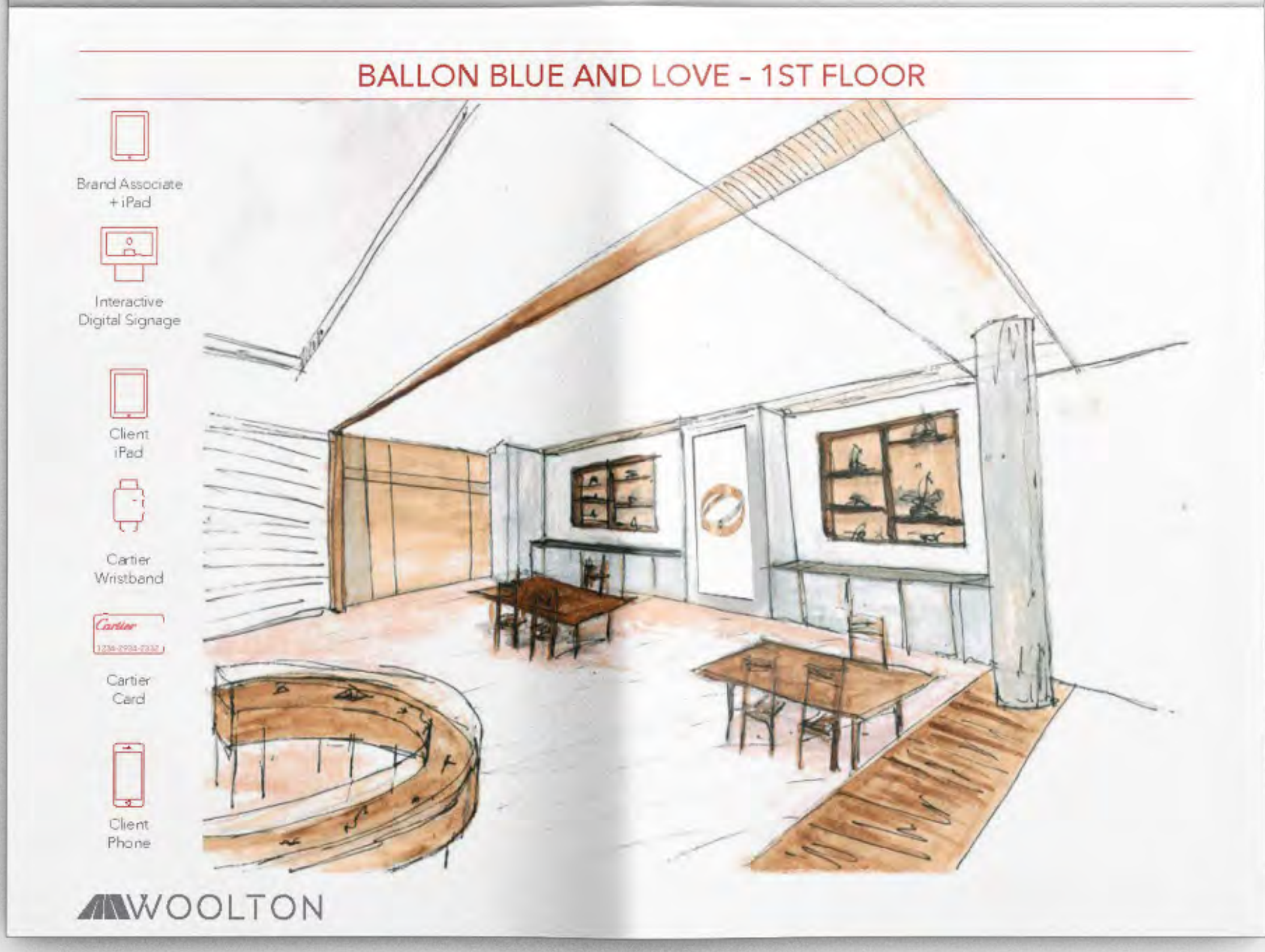
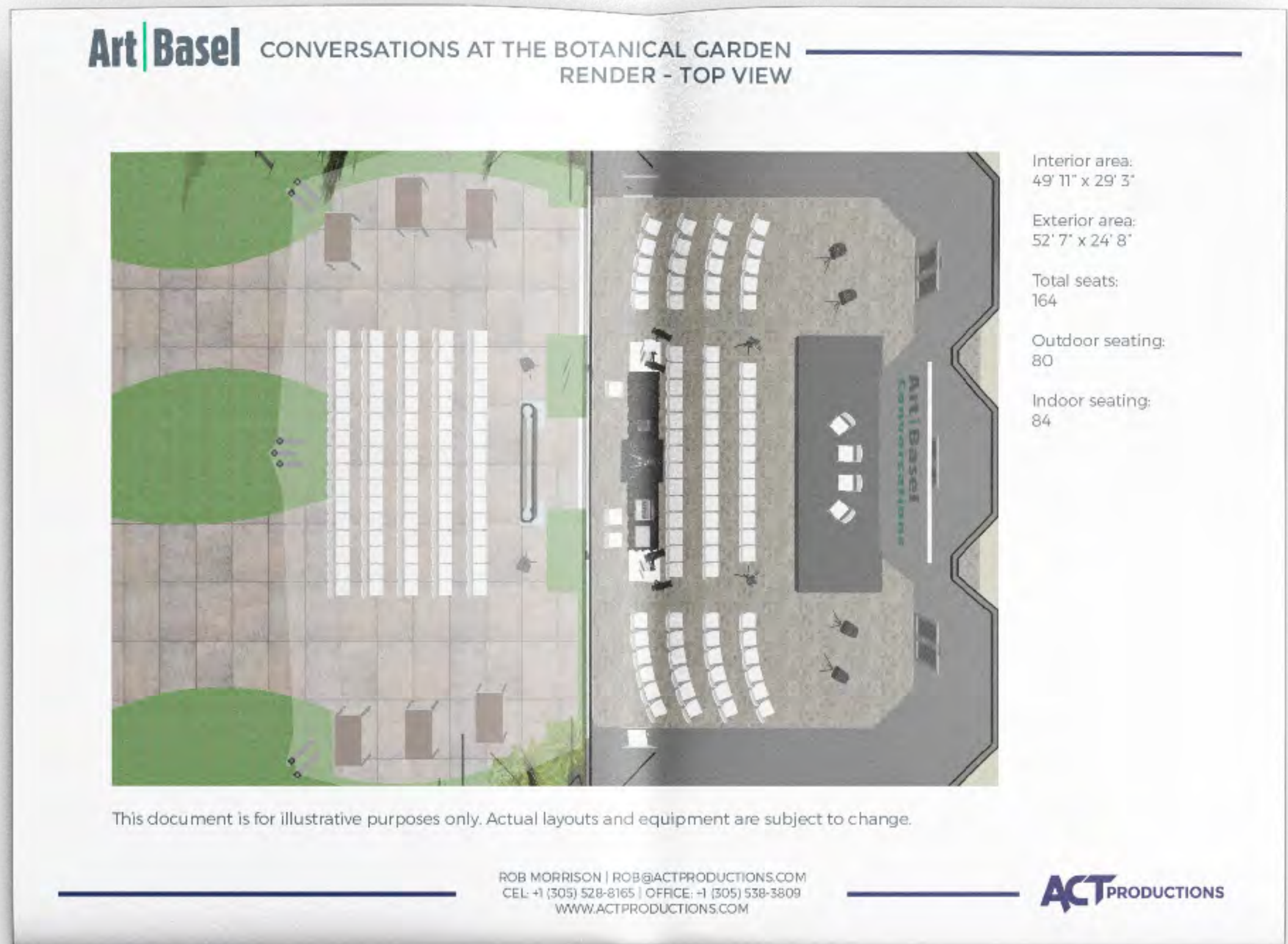
Architectural Visualizations

Apps Used

SketchUp

Ai

Ps



Client: **Art|Basel**

Client: *Cartier*

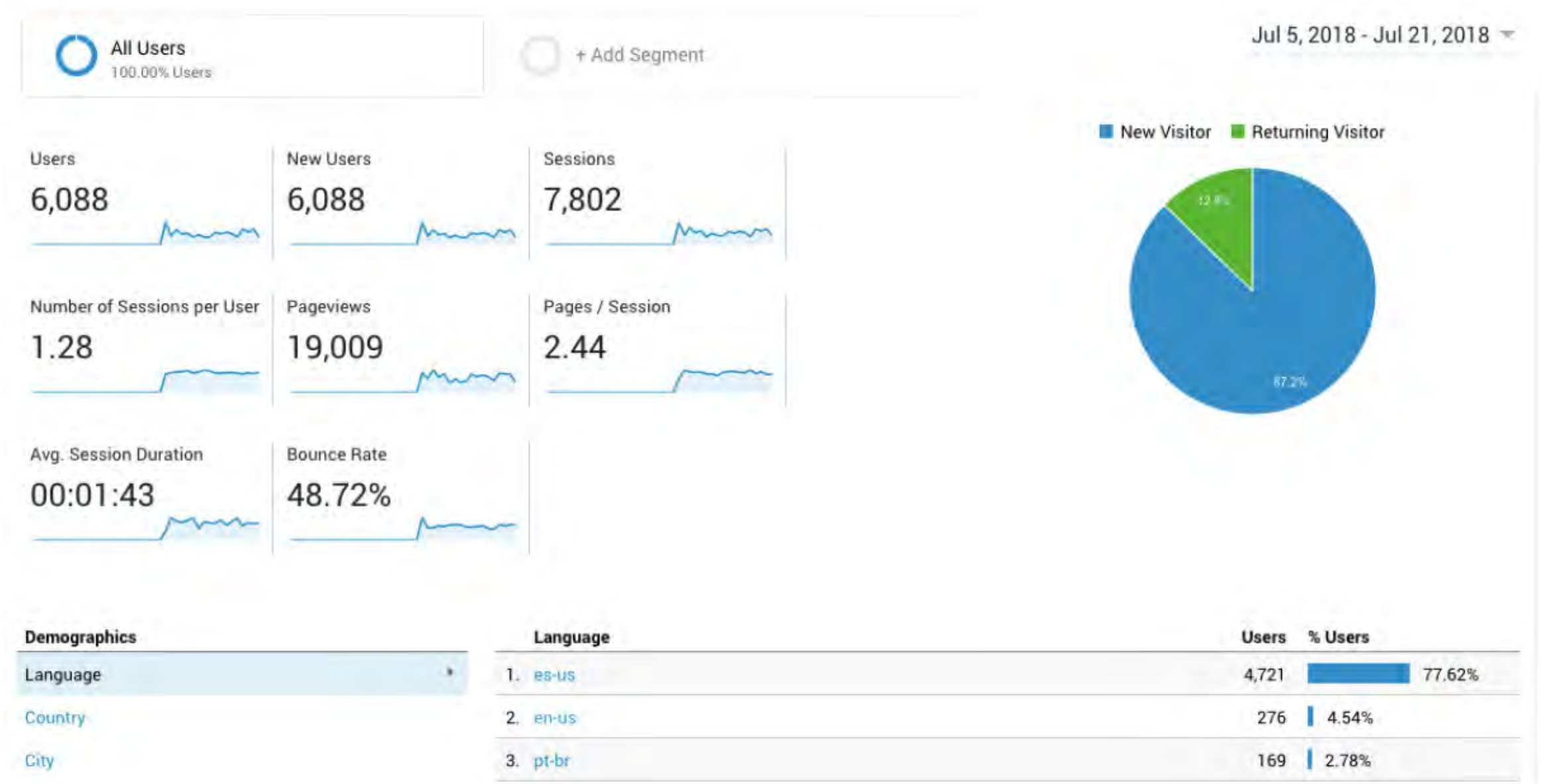
Social Media & Marketing

Apps Used



Digital Marketing & Social Media Campaign
Event: Club Atlético River Plate vs. Millonarios de Medellin | Club Atlético Boca Juniors vs. DIM
Club Atlético River Plate vs. Club Atlético Boca Juniors

Numbers & Returns



Account Overview											
Campaigns											
Ad Sets											
Ads											
Columns: Performance Breakdown Reports											
	Campaign Name	Results	Reach	Impressions	Cost per Result	Budget	Amount Spent	Ends	Frequency	Unique Link Clicks	
	Lead generation - Boca v DIM Contest FB	131 Leads (Form)	14,020	14,655	\$0.88 Per Lead (Fo...	Using ad se...	\$115.37	Jul 21, 2018	1.05	208	
	Traffic River v Millo TODAY Insta Story	472 Link Clicks	46,176	46,742	\$0.69 Per Link Click	Using ad se...	\$324.61	Jul 13, 2018	1.01	468	
	Traffic R v Millo TODAY	499 Link Clicks	50,080	57,781	\$1.10 Per Link Click	Using ad se...	\$550.00	Jul 13, 2018	1.15	476	
	Lead generation - River v Millo Contest FB	302 Leads (Form)	27,080	29,647	\$0.96 Per Lead (Fo...	Using ad se...	\$294.87	Jul 13, 2018	1.09	454	
	Event: River Plate vs. Millonarios - July 13 at FAU...	746 Event Resp...	23,760	44,261	\$1.34 Per Event R...	Using ad se...	\$1,000.00	Jul 13, 2018	1.86	648	
	Event: River Plate vs Millonarios y Boca Jrs. vs In...	361 Link Clicks	3,414	4,084	\$0.06 Per Link Click	Using ad se...	\$20.00	Jul 9, 2018	1.20	301	
	Traffic B v DIM TODAY	215 Link Clicks	7,584	10,665	\$0.47 Per Link Click	Using ad se...	\$400.00	Jul 21, 2018	1.41	197	
	Traffic Boca v DIM TODAY Insta Story	480 Link Clicks	50,864	51,372	\$0.60 Per Link Click	Using ad se...	\$288.99	Jul 21, 2018	1.01	473	
	Event: Boca Jrs. vs Independiente Medellin - 21 ...	2,286 Link Clicks	64,704	162,870	\$0.44 Per Link Click	Using ad se...	\$1,000.00	Jul 21, 2018	2.52	1,830	
Results from 9 campaigns			186,016 People	422,077 Total			\$3,993.84 Total Spent		2.27 Per Person	4,412 Total	

Instagram Ads



Client:



THANK YOU

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VALENTINA SIMON DE FERRARI

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