



DANIELA VALDES

SENIOR GRAPHIC DESIGNER

Email: DanieDesigns11@gmail.com

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Website: DanieDesigns.com

COMPUTER SOFTWARE SKILLS

ADOBE

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

MICROSOFT

- Word
- Powerpoint
- Outlook
- Excel

OTHER

- Canva
- Procreate
- Figma
- Sketch
- Zoom

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

ACCOMPLISHMENTS

- **National Technical Honor Society**..... 2014
- **National Technical Honor Society**..... 2015
- **National Society for HS Scholars**..... 2015
- **3rd Place SKILLSUSA Long Island Pin Design**..... 2015
- **2nd Place SKILLSUSA Contemporaneous Speaking**..... 2015
- **1st Place Boces yearbook Design**..... 2015
- **2nd Place FSC Senior Project Competition**..... 2021
- **Boces Work Force Award**..... 2022
- **Boces Work Force Award**..... 2023
- **Boces Alumni Graduation Speech**..... 2023

PROFESSIONAL SUMMARY

Passionate and results-driven Senior Graphic Designer with expertise in creating bold, effective, and inclusive visual content. Adept at leading creative direction, managing brand identity, and developing bilingual campaigns that resonate across diverse platforms. Known for blending strategic thinking with design excellence to elevate brands and drive audience engagement.

WORK EXPERIENCE

Transdev Nice Bus

Senior Graphic Designer

Marketing Communications Coordinator

JANUARY 2022-CURRENT

- Animated Advertisements
- Newsletter Design Layouts
- Handle Social Media Advertisements
- Translate 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
- HeyGen AI Program
- Formatting & Branding all Company Documents
- Website Design & layout

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.

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