



# Janet Valenzuela

## Art Director

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## Summary

Over 15 years of experience leading brand, design and collaborating with cross-functional teams.

### Skills:

Art Direction, Graphic Design, Visual Communication, Design Strategy, Advertising, Marketing, Event Promotion and Design, Branding, Communication Design, Typography, Organic and Paid Social Media Content Strategy and Design, Logo Design, Presentation Design and Key Art.

### Software:

Adobe CC, Photoshop, Illustrator, InDesign, Acrobat, Adobe Express, Figma, Keynote, Microsoft PowerPoint, Word, Excel, Google Suite, Google Slides, Google Docs, Google Sheets, Canva, MailChimp, SendGrid, Slack, Zoom, Google Meets, Skype

### AI Software:

ChatGPT, Adobe Firefly, DALL-E

### Web Languages and Builders:

HTML, CSS, WebFlow, Wordpress, Squarespace, Wix, Hubspot

### Project Management Tools:

Trello, Asana, Monday

## Certification

HTML, CSS, and Web Design Circuit via General Assembly, June 2019

## Education

California State University, Fullerton  
Fullerton, California  
BFA in Art / Emphasis in Graphic Design

## Work Experience

February 2024 - September 2024

### ART DIRECTOR | LYTE INC

- Led overall brand and creative direction, collaborating with the VP of Marketing to develop innovative lead generation campaigns, while maintaining current design trends.
- Directed creative efforts for major brand activations, including the company's presence at SXSW, and spearheaded event design for key ticketing events.
- Developed and executed social media strategies and designs to enhance brand visibility & engagement and created social media templates for consistent branding.
- Designed and managed a wide range of digital assets, including email campaigns, blog content, case studies, and website.
- Partnered with the sales team to craft compelling sales materials, white papers, and pitch decks, while establishing and maintaining the company's standardized deck template.
- Collaborated directly with the CEO on presentation decks, transforming complex data, statistics, and insights into visually compelling, easy-to-understand designs.

November 2022 - February 2024

### FREELANCE ART DIRECTOR | Chapter Aesthetics Studio, LYTE INC, Safety Products Global

- Improved the design for three companies utilizing metrics and analytics.
- Created highly effective branded paid ads resulting in a +150% conversion rate.
- Developed eye-catching branded materials for local events resulting in increased guest attendance at the medical spas.
- Collaborated closely with key stakeholders to craft visually impactful pitch decks, social media campaigns (both organic and paid), print materials, billboards, trade show displays, emails, website imagery, and other branded materials for use in company studios.

April 2021 - November 2022

### BRAND DESIGN LEAD | Mandolin Software, Inc

- Led brand, creative direction and all design efforts for both B2B and B2C campaigns, livestreams, VIP events, Meet & Greets, company website, emails, social media content, sales materials, presentation decks, trade shows and internal assets.
- Developed streamlined design process and templates for livestreams, ensuring seamless communication between clients and internal teams.
- Directed the design for all trade show events including Music Biz and IEBA.
- Drove creative direction for festival and brand activations, overseeing floor plans, décor, digital assets for TV screens, and branded giveaways. Events were attended by A-list celebrity musicians such as Billie Eilish, Lizzo, Diplo, Glass Animals, and more.
- Collaborated with videographer to produce visually compelling branded promos and trailers.

June 2020 - April 2021

### DESIGN & PACKAGING MANAGER | Frieda's Specialty Produce

- Structured the design and packaging process within cross functional teams and established communication channels with vendors to ensure efficient workflows.
- Implemented and oversaw the digital asset management software (Bynder) for the entire organization to improve accessibility and organization of marketing materials.
- Collaborated with an ad agency to successfully execute company-wide marketing campaigns, from concept development to roll-out.
- Designed and produced high-quality marketing materials, including seasonal campaigns, organic and paid social media content, sales collateral, and food photography.
- Attended press checks to ensure the quality of packaging and printed pieces.

## Work Experience Continued

February 2019 - June 2020

### ART DIRECTOR | Self

- Designed organic and paid social media ads for a well known fashion brand.
- Provided the art direction and design of new promotional materials for a health and wellness brand, including email, YouTube channel banners for all devices, and social media.
- Designed customized logos and typography for wedding clients to be displayed in various media, including gobo lights, printed bakery items, and invitations.
- Designed print and digital design needs for Frieda's Specialty Produce that included packaging, social media, and marketing assets.

July 2014 - February 2019

### B2B COMMUNICATIONS DESIGNER II | Ticketmaster

- Led creative direction and branded all aspects of nationwide company events attended by experts across professional leagues and organizations. Collateral ranged from large format graphics to digital, including responsive email design, event invitations, logos and ads.
- Implemented and built the brand style guide for the company wide rebrand.
- Designed and provided art direction for marketing assets and deliverables ranging from ads (digital and print) to online campaigns, sales materials, emails and digital assets and design for the Ticketmaster website.
- Developed company-wide design templates to facilitate branding consistency for non-designers. This included PowerPoint/Keynote presentations, email templates, company stationary, press release templates and more.
- Worked closely with the Ticketmaster executives on several ad-hoc projects including designing corporate decks and presentations and creating assets for the brand re-design.

October 2013 - July 2014

### SENIOR GRAPHIC DESIGNER | California Pizza Kitchen

- Designed all print and digital marketing pieces for company-wide initiatives, integrated national campaigns, local restaurant marketing programs, food and beverage promotions, gift cards, internal resources and communications such as the marketing toolkit, partner letters and emails.
- Maintained CPK's brand and design standards and developed ideas and concepts for CPK's new look and restaurant rebranding.
- Met with team, cross-functionality and with third party partners to discuss marketing objectives and managed process/flow for approval on marketing pieces.
- Directed photo shoots and retouched photos.
- Trained other departments on graphic design software and techniques.

February 2007 - June 2013

### LEAD GRAPHIC DESIGNER | Yard House Restaurants

- Managed projects from concept development, production, fulfillment, distribution, sourcing production vendors and communicating order instructions to project completion.
- Established and maintained the Yard House brand image, design standards and style guide.
- Created and executed all in-store collateral including: menus, table tents, posters, coasters, to-go packaging, t-shirts, hats and promotional give-away items.
- Designed, executed and implemented all facets of Yard House marketing, advertising and promotional materials.
- Worked closely with the CEO, Executive Chef and VP of Marketing in designing all campaigns and company-wide initiatives such as: Happy Hour, Kids Klub program, seasonal menu offerings and new food and beverage offerings.
- Developed all sport sponsorship campaigns with MLB, MLS, NHL partners including Los Angeles Angels, St. Louis Cardinals, San Diego Padres, Ontario Reign Hockey and Sporting Kansas City MLS Soccer. Designs consisted of outfield signage, Zamboni wraps, beer cart wraps, digital LED signage displayed on jumbotrons and leaderboards.
- Mentored and developed junior designer.