



Janet Valenzuela

Art Director/Senior Designer

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Skills

Graphics Software:

Adobe CC, Photoshop, Illustrator, InDesign, Acrobat, Figma, Keynote, PowerPoint, Google Slides

Web Languages and Builders:

HTML, CSS, WebFlow, Squarespace, Wix

Project Management Tools:

Trello, Asana, Motion

Communication Software:

Slack, Skype, Zoom

Other:

MailChimp, SendGrid, Canva

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 2019 - Present

FREELANCE ART DIRECTOR, CHAPTER AESTHETICS | Self **Brand and design direction for small businesses looking to take their marketing and design to the next level.**

Currently contracted for a chain of medical spas designing for print, digital and social media.

Designed Instagram Stories and posts for a well known fashion brand.

Provided the art direction and design of new promotional materials for a health and wellness brand. Assets included email, YouTube channel banners for all devices, and social media posts.

Designed customized logos and typography for wedding clients to be displayed in various media, including gobo lights, bakery, invitations, etc.

April 2021 - November 2022

BRAND DESIGN LEAD | Mandolin Software, Inc **Senior designer leading all assets of brand and design throughout the company.**

Created all design for both B2B and B2C including campaigns, livestreams, VIPs, Meet & Greet, website, emails, socials, sales materials, presentations, trade shows and internal assets.

Created and implemented the design processes and templates for livestreams to ensure smooth communication between the clients and internal teams.

Directed the design for all trade shows including Music Biz and IEBA.

Led creative direction for festival activations from floor plans, decor, digital assets for TV screens and branded giveaway materials.

Worked with the videographer to create branded visuals for promos and trailers.

June 2020 - April 2021

DESIGN & PACKAGING MANAGER | Frieda's Specialty Produce **Managed and ensured companywide consistency throughout design and brand.**

Led the design and packaging process between the marketing and packaging teams and created a flow from internal teams to vendors.

Researched, structured and led the DAM software (Bynder) throughout the organization.

Managed the ad agency to ensure smooth rollouts of materials.

Designed all marketing materials including seasonal campaigns, organic and paid socials, sales and press materials and food photography.

Work Experience Continued

July 2014 - February 2019

B2B COMMUNICATIONS DESIGNER II | Ticketmaster

Visual designer for the B2B Product Marketing and Communications team, responsible for establishing the brand design for client communications and events.

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

Sole in-house designer responsible for maintaining the brand image, creating design solutions to make marketing promotions successful and impacting bottom line sales.

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.

Implemented CPK's design standards and style guide 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

Lead designer responsible for maintaining the Yard House brand image and messaging.

Managed projects from concept development, production, fulfillment, distribution, sourcing production vendors and communicating order instructions to project completion.

Established and implemented the Yard House 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.