

JANET VALENZUELA

Senior Brand Designer / Art Director

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Senior Brand Designer with 10+ years of experience building and evolving visual brands at tech companies and startup environments. I translate abstract concepts and complex messaging into compelling, high-performing visual systems across web, landing pages, email, paid media, events, and print. Experienced owning projects from kickoff through completion in remote, cross-functional teams, collaborating with marketers, developers, and contractors to deliver thoughtful, scalable creative. Strong foundation in typography, color theory, layout, composition, and storytelling across digital and physical touchpoints.

Skills

- **Creative Leadership:** Project Ownership, Autonomous Execution, Contractor & Dev Shop Collaboration, Cross-Functional Collaboration, Documentation & Written Collaboration, Campaign Direction, Concept Development, Vendor Partnership, Creative Problem-Solving, Critical Thinking
- **Brand Governance:** Brand Identity Development, Visual Brand Systems, Identity Development, Experiential Adaptation, Environmental & Large-Format Design Consistency, Multi-Channel Brand Execution, Storytelling & Concept Translation
- **Design Expertise:** Digital Asset Design, Layout and Composition, Visual Brand Building, Experiential & Environmental Graphics, Large-Format Graphics, Event Branding, Typography, Visual Storytelling, Digital & Print Campaigns, Campaign Strategy, Paid & Organic Social, OOH, Visual Design, Advertising, Typography, Blog Graphics & Covers, Presentation Design, Design Systems, Trend Analysis, Basic Motion Design, Email Marketing Design, Landing Page Design, Web Design, Understanding of Current Web Technologies
- **Production & Process:** Print Production, Fabrication-Ready Artwork, Production Handoffs, Asset Organization, Workflow Optimization, Multi-Project Management
- **Project Management:** Prioritization, Process Streamlining, Deadline & Budget Management
- **Tools & Platforms:** Adobe Creative Suite, Photoshop, Illustrator, InDesign, Acrobat, Adobe Express, Figma, Keynote, PowerPoint, Word, Excel, Microsoft Office, Google Workspace, Google Slides, Google Docs, Google Sheets, Canva, Mailchimp, SendGrid, Slack, Zoom, WebFlow, Wix, Bynder (DAM), Monday.com, Trello, Asana, Notion, HubSpot, HTML/CSS, AI tools (ChatGPT, Claude, Gemini, MidJourney, Firefly, DALL-E)

Education & Certifications

- BFA in Art, Emphasis in Graphic Design – California State University, Fullerton
- HTML, CSS, and Web Design Circuit – General Assembly (06/2019)
- Google UX Design Professional Certification – Coursera (in progress)

Professional Experience

Freelance Art Director & Senior Designer

Clients: [AnotherWrld](#), [Chapter Aesthetics Studio](#), [Lyte Inc](#)

11/2022 – Current

- Designed digital/social campaigns, print collateral, trade show materials, high-converting paid ads (+150% conversions), and experiential assets including large-format graphics, event signage, and branded environmental touchpoints.
- Developed and executed multi-channel creative systems that adapted seamlessly across digital, print, environmental, and experiential applications.
- Delivered production-ready artwork for print vendors, event teams, and fabrication partners—ensuring accuracy, clarity, and feasibility across formats.
- Managed and designed [AnotherWrld](#)'s in-house branding and creative, including website design, presentation decks, proposal documents, marketing collateral, and the creation/editing of social posts, reels, and short-form videos.
- Managed timelines, vendor coordination, and creative production and partnered with stakeholders to define creative strategy, refine brand voice, and produce scalable design systems and templates.

Art Director, Brand

[Lyte, Inc](#)

02/2024 – 09/2024

- Directed creative execution for experiential, branded activations, and event moments including SXSW—owning large-format graphics, digital signage, OOH assets, and branded merchandise.
- Directed multi-channel campaigns, brand activations, and digital assets for key GTM initiatives in alignment with senior marketing leadership.
- Led art direction across web, landing pages, ads, blog graphics, social, email campaigns, and experiential touchpoints – integrating AI tools to streamline design and enhance UX.
- Built high-impact presentation decks, pitch materials, and sales enablement storytelling designed for senior-level audiences.
- Built social media strategy and scalable content templates for increased engagement and brand consistency.
- Created mockups, design explorations, and scalable templates supporting rapid ideation, campaign development, and GTM initiatives.
- Provided creative guidance to junior designers and cross-functional partners, ensuring visual clarity and consistency across deliverables.

Brand Design Lead

[Mandolin Software, Inc](#)

04/2021 – 11/2022

- 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 /experiential, from mood boards to overseeing floor plans, decor, 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.
- Partnered with videographers and content teams to produce integrated digital moments and branded video experiences.
- Stayed current with industry trends and emerging technologies, incorporating best practices into the design process.

Design & Packaging Manager

Frieda's Specialty Produce

06/2020 - 04/2021

- 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 seasonal campaigns, social content, and branded collateral supporting trade shows, promotions, and shopper marketing initiatives.
- Attended press checks and oversaw production workflows to ensure color accuracy and print quality.

B2B Communications Designer II

Ticketmaster

07/2014 - 02/2019

- Branded nationwide company events with large-format graphics, stage artwork, environmental signage, digital screens, and full event identity systems.
- Designed production-ready assets for print vendors, event teams, and experiential activations, ensuring accuracy across sizes, materials, and environments.
- Created pitch decks, corporate presentations, and branded toolkits that supported cross-functional teams and senior leadership and worked closely with the Ticketmaster executives on ad-hoc projects.
- Developed design guidelines and templates used company-wide by non-designers to maintain brand consistency across high-visibility materials.

Previous roles:

Senior Graphic Designer—California Pizza Kitchen

10/2013 - 07/2014

Lead Graphic Designer—Yard House Restaurants

02/2007 - 06/2013