



FERNANDA VALLE

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SKILLS

Photoshop
Illustrator
InDesign
Microsoft Word
PowerPoint
Excel
Google Suite
Squarespace
AfterEffects
Branding

LANGUAGES

English, native
Spanish, native

EDUCATION

New York Institute of Technology, *May 2022*

Graphic Design, B.F.A
Presidential Honor List

COOP Careers - Digital Marketing Apprenticeship, *expected June 2024*

- Engaged in 16-week program, acquiring expertise in SEO writing, SEM Ads, Facebook/Instagram ads, Programmatic ad buys & more
- Completed ~200 hours of instruction time with hands-on mastery of digital marketing platforms, networking, and client work with actual companies

IBM Design Accelerate Program, *July 2021*

- Participated in 8-week design track course, enhancing foundational design and career skills and general understanding of the field of design
- Completed courses on UI/UX design, visual design, design research and design systems & more to earn IBM Design Certification

EXPERIENCE

Apparel Graphic Designer

Santa Fe Apparel, *February 2023 - Present*

- Create banners, business cards and other brand collateral for use in trade shows & marketing events
- Develop hangtags, labels & other packaging material for outerwear styles
- Design graphics & illustrations for screen prints and embroideries, and set-up factory ready files for production

Freelance Design Assistant

Traffic NYC, *August 2022 - January 2023*

- Developed graphic assets for social media pages, blog site, & campaigns
- Designed & wrote email campaigns that follow SEO guidelines to successfully promote agency's artists, clients, projects, and events
- Assisted in creating & executing graphic deliverables for agency's clients

Freelance Brand Designer

Clients: Playa London and Cinecero, *July 2021 - November 2022*

- Conceptualized & developed graphic assets that adhered to brand guidelines for use both in print and digital mediums
- Leverage rebranding expertise in enhancing client's brand image by creating style guides and new presentation materials

Design & Social Media Manager

Emmanuel Charismatic Church, *April - Sept 2020*

- Initiated the rebranding process to establish new design guidelines that create a more modern & youthful image of the church
- Designed still & motion graphics for Instagram, Facebook, and Youtube in English and Spanish to cater to church's bilingual audience