

THE RESUME OF GABRIEL VALDIVIA

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WORK EXPERIENCE

Lead Designer

MOpro / Mohawk Interactive
March 2012 – Present

Responsible for all design efforts for both MOpro and MOhawk Interactive, including but not limited to branding, user interface, user experience, web design, and marketing materials. Lead the product design of MOpro's robust CMS platform which includes ecommerce, web builder, blogging, frictionless publishing system, and more. Provided creative direction to a team of 8+ designers on a daily basis. Worked closely with product managers and developers to meet aggressive and ambitious deadlines.

Mobile UI Designer / Front-end Developer

Mad Mobile
August 2011 – March 2012

Designed mobile applications and websites with best-in-class usability features for brands like Cafepress, Sleep Number, Homegoods, Western Digital, Barnes and Noble, and others. Transformed existing desktop websites into highly optimized and flexible mobile sites Analyzed and communicated technical information and processes to clients.

Senior UI Designer

Momentum Mobile
January 2011 – August 2011

Responsible for designing efficient mobile user experiences (UI/UX) including wireframes, detailed mockups, and fully designed mobile applications for iOS, Android, and Blackberry platforms. Act as a user interface consultant and strategist for a variety of clients. Designed a marketing website for each mobile application as well as worked on the company's website and other marketing materials such as web banners, business cards, media kit, and others.

Creative Director

Ad 2 Tampa Bay
October 2010 – March 2012

Conceptualized and developed the 2010-2011 Stevie-Award-winning public service campaign "I Own Me". Spearheaded and supervised all creative pieces of the campaign, including the identity system and website, as well as a variety of promotional pieces including billboards, posters, and a guerrilla campaign initiative. Served as Art Director for the video spot and photo shoot of the campaign.

Art Director

Cefco
August 2010 – January 2011

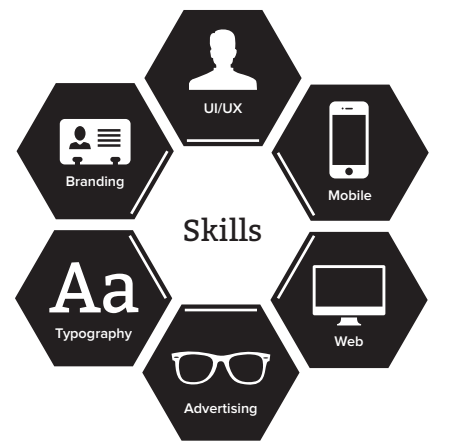
Managed the company's design team. Spearheaded a comprehensive re-design for Cefco and its 12 subsidiary brands. Create an online presence by designing online catalogues and websites for all brands. Design a myriad of packages for many different kinds of products, following distinct branding guidelines.

EDUCATION

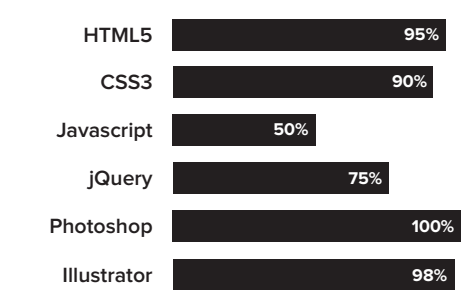
BFA The Art Institute of Tampa
Bachelor in Fine Arts, Graphic Design
June 2007 – March 2010

AA HCC
Associate in Arts, Graphic Design
June 2005 - June 2007

TRICKS OF THE TRADE



LEVELS OF AWESOMENESS



WEAPONS OF MASS DESIGN

