



Justin Valdez

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Awards & Recognition

2024

AdFed MN The Show Gold Winner x3
— Peyton Canning

2023

D&AD New Bloods Portfolio Winner
Young Ones Type Directors Club Shortlist
GDUSA Magazine Students to Watch

2019

Albert Burlando Graphic Arts Scholarship
DOE Chancellors Honor Roll in Art

Skills

Adobe Creative Suite
After Effects
Blender
Premiere Pro
HTML, CSS, and, JavaScript
Art Direction
Branding Concepts and Execution
Motion Graphics
Photography
Video Editing
Web Design

Education

Fashion Institute of Technology
BFA in Graphic Design
May 2023

Experience

- | | |
|---|---------------------|
| PepsiCo Design + Innovation | Feb 2026 – Present |
| Brand Designer | |
| — Global Foods Team | |
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| Carmichael Lynch | Jun 2023 – Feb 2026 |
| Designer | |
| — Led visual concept development across integrated campaigns, flexing between art direction and hands-on design to deliver both big ideas and high-level craft. | |
| — Partnered closely with copywriters and strategists to translate insights into culturally resonant, buyable creative. | |
| — Elevated brand craft through typography, layout, and visual storytelling while maintaining strategic clarity. | |
| — Reported to Creative Directors and supported the wider creative team. | |

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| pretend.video | Jan 2023 – May 2023 |
| Freelance Brand Designer | |
| — Designed supplementary visual assets such as letterheads, email signatures, deck templates, and merch. | |
| — Conceived, and produced over a dozen social posts to promote the launch of the brand. | |
| — Prototyped high-fidelity wireframes for the brand's website. | |

Projects

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|---|---------------------|
| NYC Hip-Hop Museum Exhibition | Nov 2022 – Feb 2023 |
| — Tasked with creating a typographic exhibition within FIT's museum to celebrate 50 years of Hip-Hop. | |
| — Worked on a team of designers to concept, develop, and execute visual solutions that captured the elegance and grittiness of Hip-Hop. | |
| — Created a series of typographic animations that were projected into the museum space. | |