



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

Alburt 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

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.

pretend.video

Jan 2023 – May 2023

Freelance Brand Designer

- Designed supplementary visual assets such as letterheads, email signatures, deck templates, and merch.
- Concepted, and produced over a dozen social posts to promote the launch of the brand.
- Prototyped high-fidelity wireframes for the brand's website.

Projects

NYC Hip-Hop

Nov 2022 – Feb 2023

Museum Exhibition

- 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.