LORENA F. VALDES

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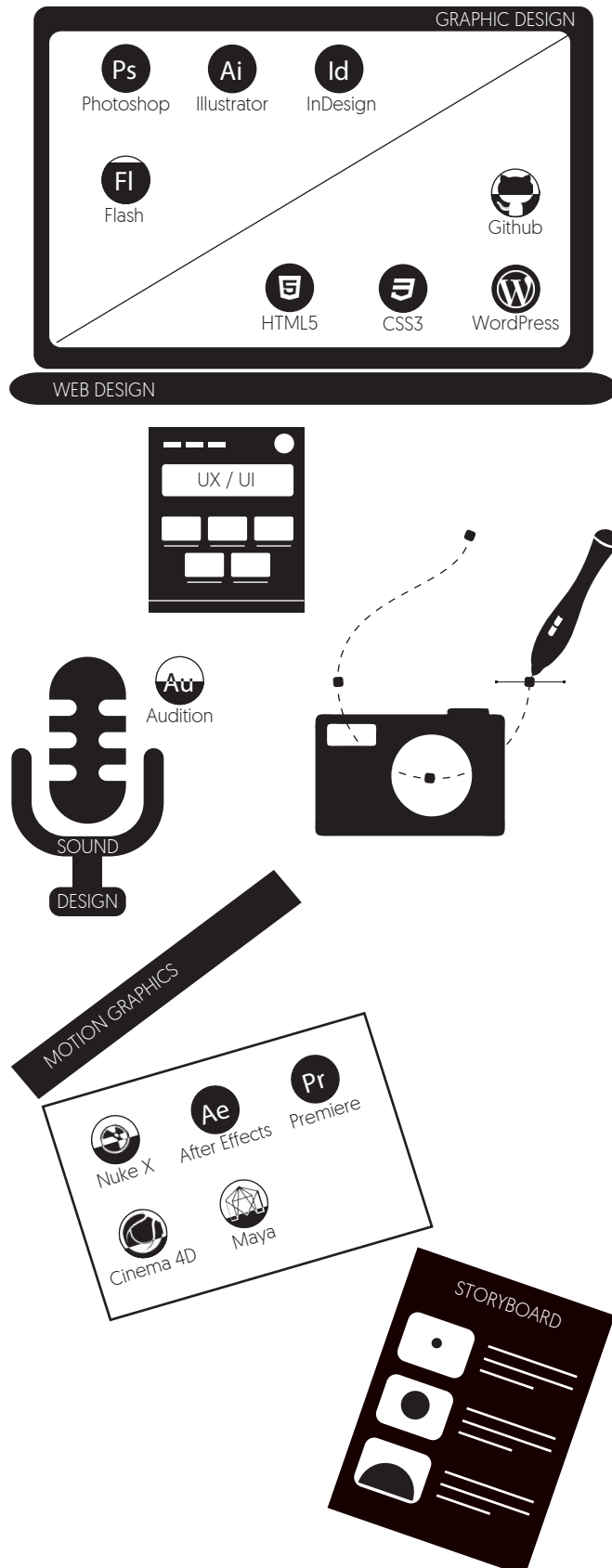
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lorenavaldes.com

ART DIRECTOR

SKILLS

GRAPHIC DESIGN

Ps Photoshop

Ai Illustrator

Id InDesign

Fl Flash

Github

HTML5

CSS3

WordPress

WEB DESIGN

UX / UI

Au Audition

SOUND DESIGN

MOTION GRAPHICS

Nuke X

Ae After Effects

Pr Premiere

Cinema 4D

Maya

STORYBOARD

Creative art director and graphic designer with a keen eye for details and aesthetics. Produced and applied design guidelines. Generated responsive concepts for UX and UI. Composed motion graphics and edited videos. Passionate in creating original ideas that suit the client needs.

PROFESSIONAL EXPERIENCE

Since 2003 - Present: Freelance Design & Art Director.

Clients: Multigence, After Warhol, ET TU TABLEAU, Neuromixer, Iconmobile, Icon Incar, Live Networking for Fashion and Art, Nissin Foods, Subset, DJ Bonfante, Circle of Joy, Music Meets Fashion, J.l.king-publishing, Softgames, ms&mv, Noodgevallen, DAZ.

- Analysed the product or service to create their **Corporate identity**. It includes **logo design** and **guidelines** to know how to use **typefaces**, **color palettes**, and other elements.

- Collaborated in the film industry as Assistant Director, being responsible for the organization and **accomplishment of the timetable** for the filming. **Coordinated** the production activity, **supervised** the cast and crew and maintained order on the set with a positive approach. Responsible for the **overall look** of the video as Production Design Assistant.

- Composed **Photography**, **edited videos** as **2D Compositor and Motion Graphics Artist** in **film & advertising.**

- Developed Websites with **HTML5, CSS3**, and JS.

- Sketched **Wireframes** and designed **Screens** for iPhone, iPad, Android, Automotive Interface and other devices for Audi, Skoda, Jaguar, LandRover, Microsoft, Hagebaumart, Nivea, Arval. Generated batches in Photoshop to resizing and apply different translations to the assets with automatic actions. Performed snapshots of different actions with Layer comps.

- Production of Wordpress and **Social Media** sites.

CREATIVITY

May 2014 - April 2015: Front End Developer & [QA] Quality Assurance at Softgames, Berlin, Germany.

- **Redesigned** m.softgames.com and other sites as Front-End developer. The language used was **HTML5, CSS3,** HAML, SASS with frameworks like **Bootstrap**, Foundation, and JS layout libraries like masonry.

- Sketched **UX Wireframes** for intranets and pay per click advertising [PPC].

- Created, validated and executed test cases for mobile games and portals for Quality Assurance. Communicated the evaluation to the developers, **advising** possible **solutions**.

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ART DIRECTOR

11/2010 - 01/2011: **2D Compositor** at Exozet Effects in Babelsberg, Potsdam, Germany.

- **Rotoscoped** the pictures to replace the green screen or elements of the background that were not to be there with **NukeX**. Later special effects were implemented.

- **Edited videos** with **Final Cut Pro.**

03/2006 - 09/2006: Graphic Designer at COCE Comité de Construcción de Escuelas in Monterrey, Mexico.

- **Conceptualized and designed** their website using Flash, AS 2.0 & HTML.

- Developed digital **photo compositions**.

09/2004 - 10/2005: Advertising and Graphic Designer at BTI / Novtur Travel Agency in San Pedro Garza García, Mexico.

- Improved Novtur's **logo** and created the **Corporate Identity** manual.

- **Created strategic advertising** in media such as newspapers, magazines, newsletter.

- Built their business and leisure website.

EDUCATION

10/2006 – 02/2010: Master of Science [**M.Sc.**], **Digital Media**.

An International & Interdisciplinary Master's Program at the University of Bremen, University of the Arts Bremen, Bremen University of Applied Sciences, University of Applied Sciences Bremerhaven, in Germany.

Final grade: 1.7

Master's Thesis: "An Educative Audio-Visual Storybook For Children To Learn About Music Styles". From **conception to an interactive prototype** using **Flash**, and Papervision3D with AS3.

Master's Project 03/2007 - 04/2008: ACT! Audio Visual Compendium of Film Terminology published on HD-DVD. **Directed** part of the **Project Management, Film Production and Corporate Identity**.

08/1999 - 05/2003: Licentiate in **Graphic Design and Advertising** at "CEDIM" Centro de Estudios Superiores de Diseño de Monterrey Mexico, www.cedim.com.mx [Final grade: A].

Thesis: A -fictional- film production company.

From **concept to marketing, Corporate Identity Design, and Advertising.**

LANGUAGES

ENGLISH - PROFICIENCY

SPANISH - FIRST LANGUAGE

GERMAN - INTERMEDIATE

FINNISH - BEGINNER