



Valentina **Varela**

Contact

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Location
Charlotte, NC

Education

The University of North Carolina Charlotte
Charlotte, NC
Bachelor of Fine Arts in Art:
Concentration in Graphic Design
GPA: 3.8
Expected Graduation: December 2023

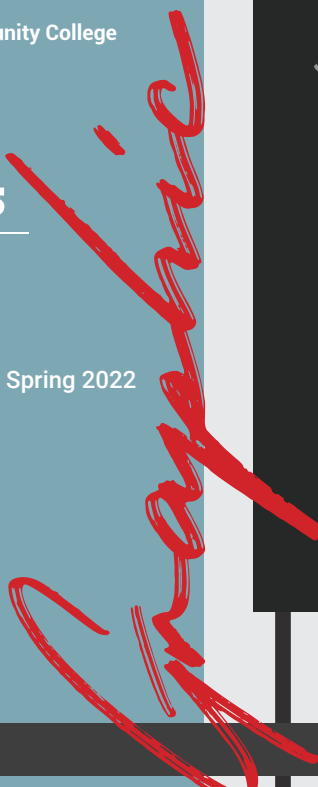
The University of North Carolina Charlotte
Charlotte, NC
Digital Marketing Certificate
Date: 2022

Forsyth Technical Community College
Winston-Salem, NC
Associates in Arts
Date: 2018 -2020

Awards

Dean's List:
Fall 2022, Spring 2023

Chancellor's List:
Spring 2021, Fall 2021, Spring 2022



WORK EXPERIENCE

Graphic Designer at UCS, Inc

Lincolnton, NC

- Developed marketing and branding materials, such as catalogs, ads, logos, banners, and flyers, showcasing proficiency in various design formats.
- Creatively directed multiple projects simultaneously, demonstrating creativity and leadership, while also showcasing strong task prioritization and consistently meeting tight deadlines.
- Photographed and videographed products, events, and manufacturing processes to be used in future content such as social media posts, reels, catalogs, presentations, and advertisements.

2024 - PRESENT

Skills

- Adobe Creative Suite
- Microsoft Office suite
- Figma
- Miro
- Rhino
- Meshmixer
- Branding & Logo Design
- Social Media Marketing
- UX/UI Design
- Video Editing
- Photography

Languages

Fluent in English
Fluent in Spanish

Graphic Design Intern at UCS, Inc

Lincolnton, NC

- Designed digital and print materials such as banners and e-blasts within the branding parameters.
- Collaborated daily with the UCS sales team to create tailored mock-ups and portfolios that met customer needs within strict printing guidelines.
- Established professional relationships and assumed creative responsibilities, while closely collaborating with other departments.

2023 - 2023

Social Media Manager at Limelight

Greensboro, NC

- Produced promotional materials, including flyers, engaging short video clips, and informative posts, to effectively announce events and create content.
- Conducted thorough market research and analysis to identify trends and opportunities and crafting social media strategies that consistently improved brand reach and engagement.
- Managed social media accounts, strategically engaging with the followers to drive organic follower growth and enhance the brand's online presence.

2020 - 2022

Design EXPERIENCE

Asics Rebrand

2022

- Conducted thorough research to assess and enhance the existing "Asics" brand, identifying areas for improvement.
- Designed a comprehensive branding package, including dynamic packaging, an advertisement campaign, and a unique recognizable logo.
- Conceptualized and developed a brand concept that closely aligned with Asics' core philosophy of 'Sound Mind, Sound Body,' while also ensuring resonance with the target audience.

Vignelli's Zine

2022

- Crafted a 16-page booklet with intentional layouts and graphics, staying within printing parameters, to effectively convey the designer's vision.
- Conducted extensive research to curate captivating content and provided a comprehensive 3-page bibliography for further references.
- Ensured all design elements were meticulously aligned with the project's printing specifications.