

Danny Valdez

GRAPHIC DESIGN &
FRONT END DEVELOPMENT

SUMMARY

I am a seasoned designer with two decades of experience building impactful brand identities and driving business growth through compelling marketing materials and intuitive website design.

WORK EXPERIENCE

Senior Designer, LinkU Digital Marketing 2012 – PRESENT

- Spearheaded comprehensive company rebranding, crafting brand guidelines and assets to redefine our image. Collaborated with the CEO to infuse a friendlier tone across all marketing channels, enhancing brand appeal and resonance.
- Revamped flagship website for enhanced accessibility and engagement, integrating custom illustrations and CSS animations for effective storytelling and product demonstration.
- Launched products and ran promotions with supporting creatives across diverse marketing platforms, from digital to print, ensuring consistent brand identity while optimizing audience engagement in collaboration with sales and marketing teams.
- Engineered a dynamic Bootstrap-based SaaS Admin Panel, combining CRM functionalities with digital marketing tools. Iteratively refined UI/UX in collaboration with fulfillment team, while providing backend support and API integration assistance.

Web Designer, LinkU Digital Marketing 2006 – 2012

- Delivered customized website solutions aligned with client requirements on proprietary CMS architecture, navigating feedback loops with clarity and offering cost-effective solutions.

FREELANCE PROJECTS

Developed complete visual identities for a diverse set of clientele. Successfully managed project timelines, resolved technical challenges, and tailored deliverables to client budgets. Proactively researched and expanded skills to meet requirements efficiently. Projects included:

- **Erin Edwards for Riverside 2018 – 2019**
Successful City Council campaign in Riverside, CA: Logo, yard signs, direct mailings, custom illustrations, website development, and more.
- **Fletcher's 2013 – 2016**
Upscale restaurant in Park City, UT: Logo design, business cards, social media branding, and website development/maintenance.
- **thebodybar(re) 2012 – 2015**
Ballet-barre studio based in Las Vegas, NV: Logo design, print material including ads/brochures, and website development/maintenance.
- **The House of Portraits 2009 – 2013**
Photography studio in Hemet, CA: Marketing material (i.e. brochures and multi-page price guides) and Wordpress website development.

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 Pasadena, CA

SKILLS & TOOLS

Design Skills:

- Adobe Creative Suite: Photoshop, Illustrator, InDesign
- Figma
- Canva
- Print Design
- Responsive Web Design
- Logo Design
- UI/UX/User Interface
- Social Media Branding
- Banner Ads / Retargeting Ads
- Illustration
- Photo Retouching

Web Technologies:

- HTML & CSS
- Bootstrap Framework
- Javascript/jQuery/AJAX
- CMS/Website Builders: Squarespace, Wordpress
- Front End PHP/ASP/.net
- Web Services/APIs

Design Principles:

- Branding/Identity
- Layout/Hierarchy
- Typography
- Color Theory

EDUCATION

University of California,
Riverside

- B.A. in Fine Art