

# Roberto Valdivia

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Hands-on designer with a proven track record of creating and developing effective communication strategies and techniques. Extensive experience in both Print and Digital (Multimedia) Media and managing multiple projects while maintaining timelines and milestones. Strong skillset in:

- **Print & Multimedia Experience**
- **Conceptualize / Design / Produce Printed Materials**
- **Conceptualize / Design / Produce Exhibits**
- **Develop and Conduct Training Sessions**
- **Visual Design**
- **Conceptualize/ Design / Produce Web Site**
- **Html / CSS / Wordpress / Drupal**
- **Copywriting / Content Development**
- **Video Editing**
- **Project Management**

## PROFESSIONAL EXPERIENCE

### **GOLDEN GLOBES / Bluefin Media**

**2013-2015**

#### **Art Director**

Worked directly with the President and Vice-President of the HFPA to create a digital presence for the Golden Globes. Responsibilities include leading the visual design of GoldenGlobes.com.

- Concept and Design of the UX (user experience) for the site.
- Concept and Design of the visual elements for the site.
- Concept and Design of the mobile application, known as Golden Globes Fan Awards.
- Directed a team of developers to produce the site and application.
- Focused the user experience on up-to-the minute entertainment news.
- Introduced, designed and ran the social hub for the GoldenGlobes.com leading, during and after the National broadcast of the award show.
- Produced content on a daily basis for site.

### **VIZEXPLORER & ALTERA HOME LOANS / Rhombus Creative**

**2012-2015**

#### **Senior Interactive Designer**

Concept and development of microsites, landing pages, and emails. Responsibilities include

- UX, concept, design and develop of main site and supporting microsites.
- Concept, design and development of email marketing campaigns.
- Concept and Design of the visual elements for all banners, emails and landing pages.
- Creation and manipulation of wordpress templates.

### **HONDA POWERSPORTS, ASPEN DENTAL & TURBO TAX / Dailey & Associates**

**2007-2012**

#### **Senior Interactive Designer / Print Designer**

Concept and development of microsites, animated banners, landing pages, emails and mobile sites. Responsibilities include developing content to support the Honda Powersports and Turbo Tax websites.

- Concept and Design of the UX (user experience) for microsites and mobile responsive layouts.
- Led UX, Concept and Design for the rebranding of AspenDental.com
- Concept and Design of the visual elements for all banners, emails and landing pages.
- Concept, Design, Presented and Produced email campaigns. Reported a higher than average click rate.
- Edited photos, created layouts and prepared files for print.

### **CONTRYSIDE & PURINA / Nextleft**

**2002-2004**

#### **Designer**

Designer for rebranding of Countrywide and Purina (Friskies, Mighty Dog); including all print, websites and email campaigns.

### **TICKETMASTER & CITYSEARCH**

**1999-2000**

#### **Designer**

Concept, designer and developer for Citysearch and Ticketmaster content.

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## **EDUCATION**

Bachelor of Arts in Communication & Fine Arts

Loyola Marymount University – 1999

## **EXPERTISE**

Art Direction, Graphic Design, Web Design, Visual Design, User Experience Design, Interaction Design, Mobile Design, Mobile App Design, Email Marketing, Print Collateral Design, Publication Design, Brand Identity, Typography, Photo Retouching, Vector Illustration, Project Management, Experience in Mac OS, Flash, Photoshop, Illustrator, Acrobat, Dreamweaver, HTML, CSS, XML, WordPress, InDesign, Quark, Windows platform, Lotus Notes (email coding for)

## **REFERENCES**

Available upon request.