# VALENTINA PHERSON VISUAL DESIGNER

OBJECTIVE

My greatest passion is to create beautiful, memorable experiences for others. As a designer, I've had the opportunity to do this every day. I now continue to create these experiences through the mediums of code, business, and fitness. I aim to constantly improve myself and live an examined life. You are reading this because I'd love to work with you.

To create moments of splendor.

**EXPERIENCE** 

Various, November 2014 to Present

#### Freelance Digital and Brand Designer

During my time setting up my own practice, I've had the pleasure to create Digital Design solutions for clients ranging from the corporate sector to fashion. Work provided has included UI/UX Animations, Package Designs, Web Designs, Front-end Development, Logo Ideation, and Cohesive Digital Marketing.

#### Keeping&Co, Senior Designer

England, August 2016 to November 2016

Head of all things Design in an Award-Winning agency across the pond. Responsible for building projects from the conception to production phase. Key areas of interest were Integrated Platforms and Digital Strategy.

#### Club Med Resorts, Public Relations & Fitness Instructor

Florida, June 2016 to August 2016

A Summer position focusing on interacting with both English and non-English speaking guests during the Resort's busy vacation season. Daily duties included group fitness instruction, event organization, and animation.

# UX in Motion, Assistant Motion Designer

San Francisco, January 2016 to April 2016

Equal parts Research and Conception, this role had me working alongside master UX/UI animator Issara Willenskomer. Together, we developed After Effects tutorials for his popular paid membership site, *UX in Motion*.

## Peacock Pavilions, Designer & Developer

Marrakesh, October 2015 to December 2015

Created website enhancements, cohesive brand strategy, and packaging design for this unique humanitarian hotel nestled within a Moroccan olive grove. Work also extended to *Project Soar*, the hotel's non-profit organization, which aims to uplift underpriveledged Moroccan girls.

#### Brand Spanking London, Graphic Designer

London, June 2014 to October 2014

Responsible for creating a variety of branding solutions aimed primarily towards the luxury market. Our work included website design, logos, stationery, and luxe brochures. All whilst working in the heart of bustling London.

### Peace and Sport, Graphic Designer

Monaco, April 2013 to August 2013

Developed the Peace and Sport manuals that were later distributed across the world and translated in 7 languages. The manuals served as teaching tools to visually demonstrate how to play a variety of sports using materials that could be found in impoverished communities. Presented at the International Forum in Monaco.

## Q Luxury Media, Intern

Côte d'Azur, June 2012 to September 2012

A particularly wonderful experience in which I aided the design team with my knowledge of the Adobe Suite in creating branded products for clients on the Côte d'Azur.

# Alexander McQueen, Intern

London, October 2011 to December 2011

Working with this visionary fashion label included the ideation and intricate life-sized drawing of garments for upcoming seasons. Specialization in textile design and patterning.

EDUCATION

Full Stack Web Developer Program. Galvanize Education, San Francisco
BFA Communication Design. Parsons School of Design, New York City
Year 2 Graphic Design. Central Saint Martins, University of the Arts London

Graduated Fall 2015 Graduated Spring 2014 Fall 2011 to Summer 2012

**SKILLS** 

**Proficient with** Adobe Suite (including After Effects), Javascript, HTML5, CSS, Digital & Hand-drawn Illustration. Can also cook up a mighty fine meal.

Familiar with Wordpress, React, React Native, Angular, Circus.

Fluent in English and Italian. Working proficiency in French. Beginner in Spanish.