

GABRIEL VALDIVIA

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EDUCATION

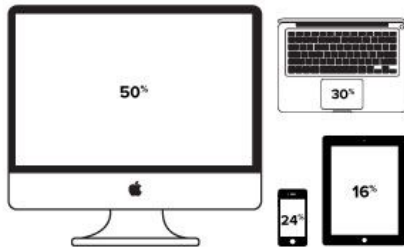


THE ART INSTITUTE OF TAMPA
Bachelor in Fine Arts, Graphic Design
June 2007 - March 2010



HCC
Associate in Arts, Graphic Design
June 2005 - June 2007

WEAPONS OF MASS DESIGN



EMPLOYMENT EXPERIENCE

MOBILE UI DESIGNER / DEVELOPER

Mad Mobile

August 2011 – Present

Design mobile applications and mobile websites with best-in-class usability features. Transform existing desktop web pages into highly optimized and flexible mobile web pages. Reproduce the mobile app experience within a web environment. Analyze and communicate technical information and processes to clients. Collaborate with team to identify challenges and opportunities within projects. Participate in testing mobile products prior to releases.

CREATIVE DIRECTOR / UI DESIGNER

Momentum Mobile

January 2011 – August 2011

Responsible for designing efficient mobile user experiences (UI/UX). Conceptualize and develop wireframes, detailed mockups, and fully designed mobile applications for iOS, Android, and Blackberry platforms. Act as a user interface consultant and strategist for a variety of clients. Design a personalized website for each application as part of the company's marketing package as well as worked on Momentum Mobile's website and promotional items such as web banners, business cards, media kit, and others.

ART DIRECTOR

Cefco

August 2010 – January 2011

Manage the company's design team. Spearhead a comprehensive re-design for Cefco and its subsidiary brands. Create an online presence by designing online catalogues and websites for all brands. Design a myriad of packages for many different kinds of products, following distinct branding guidelines.

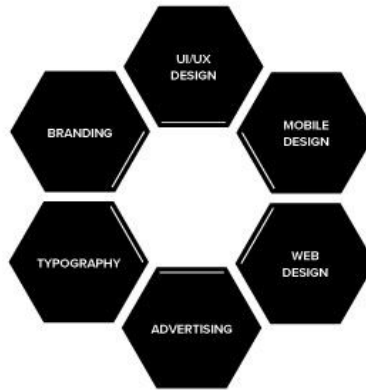
GRAPHIC DESIGNER

imageMEDIA

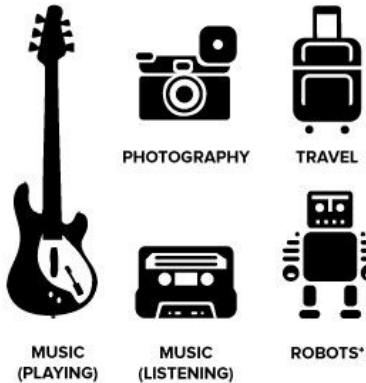
September 2009 – August 2010

Develop in-house and client-based design work. Design a variety of templates for postcards, posters, flyers, brochures, etc. Develop and implement in-house marketing strategies, as well as work on a variety of web templates and banners for the company.

SPECIALTIES

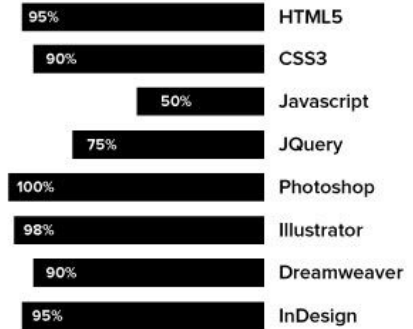


INTERESTS



* = DUH! – ROBOTS ARE TOTALLY AWESOME.

LEVELS OF AWESOMENESS



COUNTRIES I'VE LIVED IN



OTHER RELEVANT EXPERIENCE

SECRETARY

Ad 2 Tampa Bay

June 2011 – Present

Serve and represent the Ad 2 Tampa Bay's executive board. Organize board meetings and locations. Keep track of meeting minutes and serve as executive contact for the Education and Diversity divisions of the club.

CREATIVE DIRECTOR

Ad 2 Tampa Bay

June 2011 – Present

Responsible for managing Ad 2 Tampa Bay's brand identity as it involves any promotional items such as event posters, t-shirt designs, website design, email newsletter designs and other.

PUBLIC SERVICE CREATIVE DIRECTOR

Ad 2 Tampa Bay

October 2010 – June 2011

Conceptualize and develop the 2010-2011 Public Service campaign "I Own Me". Spearhead and supervise all creative pieces of the campaign, including the identity system and website, as well as a variety of promotional pieces including billboards, posters, and a guerrilla campaign initiative. Serve as Art Director for the commercial and photo shoot of the campaign. Also, create many presentations for the client, as well as the general public.

GRAPHIC DESIGN INTERN

Clear Channel Outdoor

January 2010 – March 2010

Conceptualize, design, and develop an outdoor advertising campaign for Pinch A Penny Pool Services. Perform extensive research and concept development for bulletin boards, poster boards, and transit shelters. Work on several pieces for Clear Channel Outdoor's media kit.

