

# THE RESUME OF GABRIEL VALDIVIA

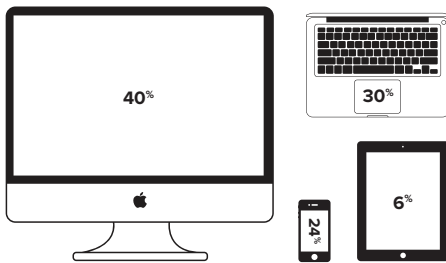
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 gabrielvaldivia.com  
 @gabrielvaldivia

## EDUCATION

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

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

## WEAPONS OF MASS DESIGN



## EMPLOYMENT EXPERIENCE

**MOBILE UI DESIGNER / DEVELOPER**  
 Mad Mobile Aug 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 Jan 2011 – Aug 2011

Responsible for designing efficient mobile user experiences (UI/UX). Conceptualize and develop wireframes, detailed mockups, and fully designed mobile applications for iOS, Android, & Blackberry devices. Design a personalized website for each mobile application as well as worked on Momentum Mobile's website & promotional items.

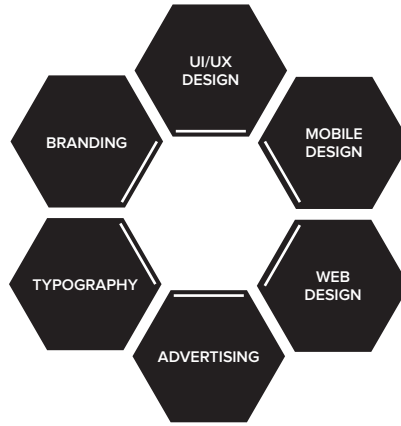
**ART DIRECTOR**  
 Cefco Aug 2010 – Jan 2011

Manage the company's design team. Spearhead a comprehensive re-design for Cefco and its subsidiary brands. Design a myriad of packages for many different kinds of products, following distinct branding guidelines.

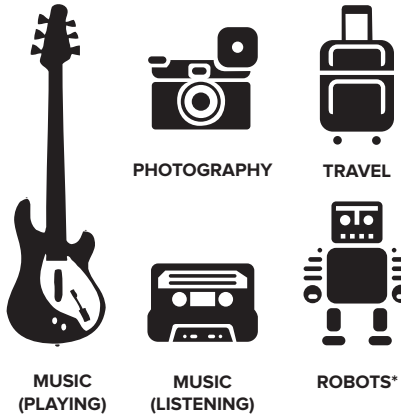
**GRAPHIC DESIGNER**  
 imageMEDIA Sept 2009 – Aug 2010

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

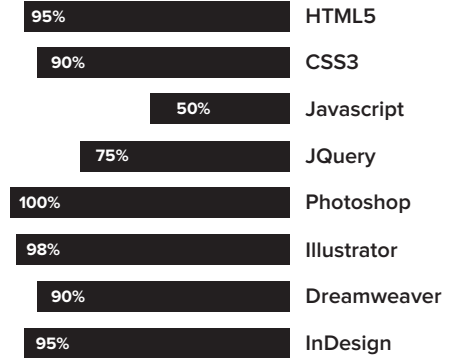


## INTERESTS



\* = DUH – ROBOTS ARE TOTALLY AWESOME.

## LEVELS OF AWESOME



## COUNTRIES I'VE LIVED IN



## OTHER RELEVANT EXPERIENCE

**SECRETARY**  
 Ad 2 Tampa Bay Jun 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 Jun 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 Oct 2010 – Jun 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 Jan 2010 – Mar 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.