

# Kevin Valdez

## Profile

### Contact Information

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Enthusiastic, multi-faceted graphic designer with an interest in content creation, marketing, and motion graphics. I have five years of experience working across print and digital as a freelance and in-house designer; capable of delivering high-quality graphics, static performance ads, and animation. Knowledgeable in Adobe Suite for Mac and Windows.

## Education

### Baruch College (2015 – 2019)

Bachelors in Graphic Communications; Minors in English Literature and New Media Arts

## Experience

### Mooni's Sketchbook

Owner / Lead Graphic Designer

March 2022 – Present

[www.MoonisSketchbook.com](http://www.MoonisSketchbook.com)

Developed business from ground up including branding, content creation, product design, and packaging to stand out from competitors in the fan made K-Pop merch market on Etsy.

Assess, optimize, and elevate operations to target current and expected demands by researching effective keywords for social media SEO and major upcoming K-Pop events.

Research and test new content ideas through TikTok and Instagram while increasing brand awareness for the shop's products by interacting with target market consumers on Reddit.

As of March 2023, the shop has achieved 'Star Seller' status, has made 398 sales with a 3.6% conversion rate from visits and garnered 169 unique 5-star reviews.

### Yes Media Agency

Freelance Graphic Designer

November 2020 – December 2021

[www.YesMediaAge.com](http://www.YesMediaAge.com)

Spearheaded Yes Media Agency's rebrand in 2021 with a new visual identity, iconography, typography, and e-presence that was incorporated across digital and print materials.

Introduced and managed a new Instagram identity for YMA; including 12 custom templates for content creation created on Figma and a macro-micro niche driven content plan.

Designed print and digital collateral in the form of fliers, logos, short form animations, and websites for all of YMA's clients (notably AOW Entertainment and Zona De Cuba).

At the end of 2021, YMA's new website saw a 250% increase in site traffic and 200% increase in session duration from effective CTA content and improved website accessibility.

### Baruch Performing Arts Center

Graphics Assistant

December 2018 – November 2019

[www.KeinValdez.com](http://www.KeinValdez.com)

Designed new event marketing materials in the form of fliers, posters, mailers, and key art across print and digital for 26+ performances while maintaining brand consistency.

Reviewed and proofread designs to ensure that copy, layout, and dimensions were correct and prepared files for out of house CMYK printing.

Introduced animation and motion graphics Instagram posts to highlight special events and celebrations; posts saw a 25% increase in user engagement, notably for shares and saves.

Collaborated with the Assistant Marketing Manager to develop engaging supplementary content for holidays and social awareness such as Black History Month.

## Skills

### Key Skills

Brand Management, Copy Writing, Content Creation, Prototyping, Time Management, Ability to Prioritize

### Design Skills

Branding, CMYK Printing, Iconography, Illustration, Layout, Motion Graphics, Social Media, Typography, UX/UI

### Technical Skills

After Effects, InDesign, Illustrator, Lightroom, Photoshop, Premiere, Figma, Keynote, Webflow, WiX, Mailchimp