



# DIEGO VALENCIA

Graphic Designer

## CONTACT (link)


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## SOFTWARE

	Photoshop	
	Illustrator	
	After Effects	
	Premier Pro	
	Media Encoder	
	InDesign	
	Adobe XD	
	Lightroom	
	Bridge	
	Dreamweaver	
	WordPress	
	Elementor	
	HTML 5	
	CSS 3	
	Excel	

## SKILLS

- 🗣️ Bilingual: Spanish/English
- 📅 Dependability
- 📁 Organization
- 🗨️ Communication
- 👁️ Attention to Detail
- 👑 Leadership
- 🔧 Problem Solving

## AWARDS

### ONTARIO REIGN - GRAPHIC DESIGNER

**NATIONAL AHL EXCELLENCE IN DIGITAL MEDIA AWARD** 2019 - 2020

Along with three other marketing members, we were honored for digital media excellence for the 2019-20 season by the American Hockey League (AHL).

## EXPERIENCE

### LEAD GRAPHIC DESIGNER

**AEG - CRYPTO.COM ARENA, L.A.LIVE, & MICROSOFT THEATER** 05/2021 - Present

- Partner with Crypto.com Arena (formerly STAPLES Center), Microsoft Theater, L.A.L Premium Seating, Lakers, Clippers, Kings, Sparks, and external show promoters.
- Responsible for producing social media, website, campus screens, and print collateral.
- Proudest achievement was creating Kobe Bryant's Hall of Fame Induction graphic and Kobe Day video which was well received on Crypto.com Arena's instagram.
- Improved video edit skills to produce more engaging social media content.

### SOLO GRAPHIC DESIGNER

**AEG - ONTARIO REIGN / MARKETING** 07/2019 - 4/2021

- Partnered with all internal departments including the President, VP, Business Operations, and others to produce branding, advertisements, web/social, print, packaging, merchandise, environmental signage, illustration, and motion design.
- Understood creative objectives, pitching ideas and executed them.
- Executed all design assets for Ontario Reign's "Them Nights" campaign which consisted of over 30 theme nights for the '19 - '20 hockey season. This was the primary reason for the AHL Excellence in Digital Media Award.
- Contributed to a new subscription model to assimilate with modern experiences.

### LEAD GRAPHIC DESIGNER

**CSUF SPORTS MARKETING** 01/2017 - 06/2019

- Collaborated with coaches, athletic and university departments to produce web, print, web, branding, social, environmental, editorial, information, motion graphics, merchandise, illustrations, presentations, and more.
- Oversaw and delegated tasks to graphic design interns.
- Contributed to my Marketing Team's national AHL Excellence in digital media award.
- Packaged content and published to FullertonTitans.com and campus screens.
- Implemented digital strategies on video boards like player profile introductions and celebratory animations to improve fan experience.

### GRAPHIC DESIGN INTERN

**CSUF SPORTS MARKETING** 07/2016 - 12/2016

- Developed numerous marketing projects (logos, brochures, newsletters, campaigners, emails, flyers, letters, posters, nameplates, postcards, tickets, banners, website graphics, video board graphics).
- Managed multiple projects at once through the use of Excel Gantt Charts.
- Implemented multiple time-saving methods such as batch data transfers.

## EDUCATION

### BACHELORS OF FINE ART

**CAL STATE FULLERTON, FULLERTON** 08/2013 - 12/2017

Major: Graphic Design