



Khristine Valdez
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Art Direction + Design
SF / NYC

EXPERIENCE

Associate Art Director
Fluid, NYC
September 2014 – Present

Senior Visual Designer
Fluid, NYC
March 2013 – August 2014

Visual Designer
Fluid, NYC
May 2012 – February 2013

Associate Visual Designer
Fluid, SF + NYC
June 2011 – April 2012

Visual Design Intern
Fluid, SF
February 2011 – May 2011

Production Designer
Shutterfly, SF
December 2009 – May 2010

At Fluid, I collaborate with UX, tech, strategy and client services teams to ensure a successful project from pitch to launch. Designers at Fluid aren't just tasked with creating stunning visuals; we work with other disciplines in an iterative process and help shape the overall experience and functionality of our designs, all while keeping our eyes on the creative goal.

I develop original design concepts—from high-level creative vision to hands-on execution. I'm also responsible for presenting work to our clients, with the ability to explain how a design effectively addresses their needs as a brand and as a business.

Working primarily on consumer-facing digital experiences, my projects often require a fine balance between brand experience, e-commerce and engagement across multiple platforms.

My clients include: PUMA, Harman Audio, Carhartt, The North Face, Nautica, Franklin Sports, G.H. Bass and more.

At Shutterfly, I was a key member of a small team that launched the company's first mobile social media product, Wink (think "photobooth in your pocket"). Here, I executed print and digital creative for product and marketing teams and was a core contributor to the development of Wink's brand identity.

EDUCATION

Academy of Art University
BFA Web Design & New Media

University of California, Berkeley
BA Media Studies, Honors

SKILLS & SOFTWARE

Photoshop
Illustrator
InDesign
After Effects
HTML & CSS

Art Direction
Visual Design
User Interface Design
Responsive Web Design
Content Strategy

Sketching
Wireframing
Prototyping
User Testing
QA