

# Ana Martinez-Valles

Burlington, North Carolina | [anamartinezvalles.com](http://anamartinezvalles.com) | [LinkedIn](#) | 919-638-7716 | [analuisamvalles@gmail.com](mailto:analuisamvalles@gmail.com)

Experienced in visual graphic design, UX/UI design, marketing, communications, photography, and videography. Passionate about creating compelling, user-centered designs that meet client needs and align with business objectives. Recognized for a strong work ethic and consistently meeting tight deadlines. A collaborative and solutions-oriented professional who thrives both independently and in team environments.

## TECHNICAL PROFICIENCY

**Applications:** Adobe Creative Cloud (Photoshop, Illustrator, XD, InDesign, Premiere Pro, After Effect, Audition, Lightroom), Figma, WordPress, Eko Studio, Trello, HTML & CSS, Bootstrap, Codepen, Microsoft Office (Word, PowerPoint, Excel), Cinema 4D, Unreal Engine, Miro

## WORK EXPERIENCE

### Lidl HQ

Arlington, VA

*Marketing Specialist - Graphic Designer*

July 2022 – Present

- Designed printed materials including leaflets, advertisements, point-of-sale (POS) assets, campaign materials, and one-off projects
- Coordinated with stakeholders to gather, review, and incorporate feedback throughout the design process
- Created digital and print signage and marketing assets aligned with brand guidelines
- Prepared final creative files and materials for professional printing and production

### Elon Explorers - <http://elonexplorers.org/>

Elon, NC

*Lead Graphic Designer*

February 2022 – May 2022

- Redesigned the logo and front-end visuals using Adobe Illustrator and Photoshop, and integrated them into the WordPress site
- Translated the entire website and accompanying infographics from English to Spanish to improve accessibility for bilingual users

### Public Good Fly-in Project: Niños de Nueva Esperanza

Sabana Seca, Puerto Rico

*Lead Graphic Designer*

November 2021-February 2022

- Redesigned the organization's logo using Adobe Illustrator to enhance brand identity
- Translated website content and infographics from English to Spanish to improve accessibility for local audiences
- Designed visual infographics using Adobe Illustrator and Photoshop to support outreach and educational efforts

### JBrows Beauty Bar

Burlington, NC

*Graphic Designer and Social Media Coordinator*

August 2021-January 2022

- Created and curated engaging content across social media platforms to enhance brand visibility and audience engagement
- Designed marketing collateral for public distribution, including flyers, advertisements, brochures, and promotional videos
- Utilized Adobe InDesign, Photoshop, Illustrator, and Premiere Pro to produce high-quality visual content

### Sugar N Sass Boutique

Burlington, NC

*Graphic Designer and Social Media Coordinator*

October 2020-December 2020

- Designed engaging social media content using Canva, Adobe Illustrator, and Photoshop to increase brand visibility
- Planned and executed promotional strategies to drive interest and boost client engagement
- Created marketing collateral for public distribution and special pop-up events

## RELEVANT PROJECTS AND FREELANCE

### Graphic Design Freelance: 2016 - present

- Invitations, brochures, logos, flyers, posters, business cards, and website

### Capstone: MásFit Mobile Application Prototype

*UX/UI Design, Mobile Application Research, Development, and Design*

- Conducted user research and developed use cases and flow diagrams to align the app with user needs
- Designed user-centered wireframes, prototypes, storyboards, and style guides using Adobe XD
- Created visual assets for the app using Adobe Photoshop, Illustrator, and InDesign
- Conducted user testing and interviews, developed a user journey map, and analyzed feedback to identify pain points and enhance the user experience
- Utilized 3D motion capture technology to produce custom workout videos for the app

## EDUCATION

### Elon University

Elon, NC

*M.A. in Interactive Media*

May 2022

### North Carolina Agricultural & Technical State University

Greensboro, NC

*B.A. in Visual Media Design*

May 2019