

Hi! I'm Valentina

A product designer with experience in motion graphics, art direction and cinematography based in San Francisco, CA.

Education

- 2018-2022 **University of Florida**
Bachelor of Science in Telecommunication
- Concentration in Film and TV Production
- Minor in English
- Concentration in English Literature and Film Analysis
- Minor in Digital Arts and Sciences
- Concentration in UX Design

Experience

- 2022-present **Meta, Messenger**
Product designer
- Led end-to-end design in launched features such as Edit, Disappearing Messages, Read Receipts, File Sharing, among others.
 - Shipped 20+ expressive features to end-to-end encrypted chats
 - Expanded Messenger's design system by adding new developing new messaging components
 - Conducted user research and usability testing across different features to ensure user needs are met
 - Collaborated with cross-functional teams, including engineers, product managers, and stakeholders for seamless alignment of design and business goals
- 2024-present **Music video freelance**
Director, writer, art director, cinematographer, editor
- Conceptualized and directed visually compelling music videos for local artists in alignment with their brand identity and musical themes.
 - Developed creative storyboards, shot lists, and production schedules, ensuring smooth execution within tight deadlines and budgets.
 - Directed on-set operations, managing lighting and camera operations.
 - Assembled and edited music video with coloring, color correcting and motion graphics with Adobe Premiere, After Effects, Audition and Photoshop.
- 2020-2022 **The Agency**
UX designer
- Created promotional campaigns and branding for local clients in Gainesville, FL.
 - Designed and prototyped wireframes for web and mobile versions of the client's online presence.
- 2020, 2021 **Meta, Messenger**
Product Design Intern
- Developed and prototyped 0 to 1 features App to improve human interfaces
 - Created design system documentation for group threads used as reference for a the entire Messenger product design team
- 2019-2020 **Harper's Corner**
Community manager and web designer
- Designed website and new online ordering feature which helped increase sales and brand image by 60% since
 - Evaluated long-term ad campaigns throughout all social media platforms