

VALERDI

Danny Mark Valerdi
Senior Art Director/Designer

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Experience

Creative Lead | Art (Contract)

YouTube, San Bruno, CA | Nov 2024 - Present

- Led creative projects by directing, designing, and conceptualizing brand expressions across social, environmental, and OOH,
- Developed and executed campaigns incorporating influencer marketing and social activations for leading AI products and the music industry.
- Ensured visual design excellence, maintaining the highest standards across all projects.
- Simplified complex technology concepts into clear, compelling messaging for non-technical audiences.
- Presented ideas effectively, fostering alignment and consensus within teams.
- Collaborated cross-functionally with copywriters, engineers, strategists, and product managers to drive creative solutions.
- Operated autonomously, executing projects with minimal oversight while maintaining strategic and creative integrity.
- Produced original, breakthrough creative work that pushed brand narratives forward.
- Translated intricate strategic approaches into engaging and accessible creative concepts.

Senior Art Director

Republica Havas, Miami, FL | Jan 2022 - Nov 2024

- Managed and directed the efforts of Designers, Senior Designers, and Junior Art Directors, ensuring high-quality output and adherence to project goals.
- Collaborated with cross-functional teams to ensure cohesive brand messaging across all platforms.
- Produced high-impact 360 campaigns in English and Spanish, ensuring timely delivery, strategic alignment, brand consistency, and budget efficiency in a fast-paced social media landscape.
- Contributed to achieving client's goals and aligning with business priorities through effective partnership with developers.
- Developed comprehensive style guides, visual reference materials, and global activation kits for new retail stores.
- Conducted regular meetings with team members to provide feedback and guidance, fostering a collaborative and growth-oriented environment.
- Supervised projects undertaken by external agencies, independent creators, and production partners, ensuring alignment with our client's creative vision and standards.
- Coordinated and managed the Design team's workload, ensuring efficient distribution of tasks and timely project completion.
- Worked closely with production teams to produce captivating photographs and videos for use across various platforms, enhancing our client's brand visibility and engagement.
- Championed innovation and excellence within the team, continually raising the bar for quality and creativity in all design endeavors.

Art Director

Publicis Sapient/Razorfish, Miami, FL | Aug 2019 - Jan 2022

- Spearheaded the creation of social-first, brand-aligned assets, significantly enhancing the marketing experience and reinforcing brand positioning.
- Developed and designed content, captured photos, and filmed videos for clients such as FIAT, Chrysler, Alfa Romeo, and Dodge, for use across various platforms.
- Oversaw the art direction for major car launches, including digital, print, and social media assets.
- Successfully pitched and secured approval for creative brand campaigns from clients and stakeholders.
- Collaborated closely with the Creative Director and various departments, from concept development and location scouting to casting, execution, and the launch of commercials.
- Led and contributed to the creation of visually compelling social media content, operating both independently and as a team manager.

- Combined creative execution with strategic leadership to boost the brand's presence on social platforms, focusing on video content for both organic and paid channels.
- Managed and collaborated with a team of creatives, leveraging my skills and creativity to produce thoughtful, trend-setting visual outcomes.
- Worked in close partnership with the Senior Art Director, Marketing, and Business teams to conceptualize social media campaigns that contributed to comprehensive 360-degree customer experiences.

Jr. Art Director

Zimmerman Advertising, Miami, FL | Jan 2018 - Aug 2019

- Contributed to creative strategy and execution for advertising campaigns, with a focus on retail and consumer brands.
- Assisted in the development of visual assets, including digital, social media, and print materials.
- Innovated original designs across various projects, including design systems, brand implementation, and campaign visuals, showcasing a strong foundation in product work.
- Skillfully interpreted, adapted, and applied clients' visual design systems to generate fresh content, ensuring brand consistency and innovation.
- Refined project elements, including layouts, images, and typography, to elevate the visual appeal and effectiveness of communications.
- Managed production design tasks, including file setup and asset production, ensuring technical precision and readiness for implementation.
- Presented design concepts and ideas to both the internal team and clients, effectively communicating creative visions and solutions.
- Applied visual design expertise to develop compelling materials for new business proposals and pitch concepts, driving agency growth and client acquisition.

Senior Graphic Designer

Freelance Experience, Miami, FL | Jul 13 - Dec 17

- Engaged with various agencies and clients, delivering high-quality design work that spans branding, digital marketing, and print media.
- Agencies and companies includes but not limited to Royal Caribbean, Ronin Advertising Group, FIU Online, Ballistic, Kaboo-Kaboo, Barrent Printing, and ALMA.

Education

BFA in Graphic Design

Miami International University of Art and Design, Miami, FL

Software

Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere), Lightroom, WordPress, and Microsoft Office.

Language

English - Fluent
Spanish - Fluent

About

Dynamic and innovative Senior Art Director with over 10 years of experience in the advertising industry, combining expertise in digital campaigns, brand development, team leadership, and social content. Known for delivering creative and impactful advertising solutions that enhance brand visibility and engagement, with a strong digital and print media background. Fluent in English and Spanish, adept at leading cross-functional teams to achieve project goals and exceed client expectations while leveraging a unique blend of cultural influences to create compelling visual narratives. Proven track record of leading successful campaigns and projects from concept to completion, demonstrating exceptional ability in branding, art direction, and fostering innovative creative environments.