

VALERDI

Danny Valerdi
Associate Creative Director, Art

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Experience

Associate Creative Director

Monks, San Francisco, CA | Nov 2025 - Present

- Lead the visual direction for social-first campaigns across gaming, music, and creator accounts across YouTube, Instagram, and X.
- Serve as conceptual co-lead alongside copywriters and creative directors, developing campaign ideas and social activations that connect brands with online culture.
- Manage a multidisciplinary team of visual designers, motion designers, and editors, providing clear creative direction.
- Oversee the production and delivery of high-volume social content across still, motion, and video formats while ensuring strict adherence to brand guidelines, platform specifications, and performance goals.
- Lead brainstorming sessions and develop concepts for always-on content and large-scale campaigns.
- Partner closely with Creative Directors and clients to define visual direction, present concepts, and maintain alignment between strategic objectives and creative output.
- Direct social-first productions and collaborate with photographers, editors, and production teams on set to capture culturally relevant content optimized for digital platforms.
- Safeguard visual quality across all assets by reviewing work before client delivery, ensuring accuracy in formatting, aspect ratios, safe zones, and brand consistency.
- Strengthen client partnerships through clear communication, creative leadership, and the delivery of impactful social campaigns that resonate with gaming, music, and creator communities.

Creative Lead | Art (Contract)

YouTube, San Bruno, CA | June 2024 - May 2025

- 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 and art directors, ensuring high-quality output and alignment with 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 photographs and videos for use across various platforms, enhancing 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 include but are 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

Creative & AI Tools

Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, Premiere, Lightroom, WordPress.

Advanced use of generative AI tools including OpenAI, Claude, Midjourney, Gemini, Veo, and Higgsfield to accelerate concepting, visual exploration, and creative workflows.

Language

English - Fluent

Spanish - Fluent

Portuguese - Learning