

# VALERIA ISHITSUKA



valeriamorales.com  
hola@valeriamorales.com

BORN ON AUGUST 1995,  
I AM AN AVID DESIGNER AND  
ART DIRECTOR WHO BELIEVES  
IN GENUINE DESIGN. I'VE  
WORKED SUCCESSFULLY WITH  
ALL KINDS OF BRANDS.  
I ENJOY WORKING WITH  
CLIENTS FROM NON-PROFITS,  
AND SMALL BUSINESSES TO  
BIG CORPORATIONS AND  
GLOBAL BRANDS.

## [EDUCATION]

Nazareth College of Rochester /2015  
New York, USA - Study Abroad

Universidad Europea de Madrid /2017  
Madrid, Spain - Study Abroad

**BFA in Graphic Design** 2012 / 2017  
Lima, Peru - Universidad de Ciencias Aplicadas

## [SKILLS]

Leadership  
Teamwork  
Problem Solving  
Creative spirit  
Energetic  
Fast learner

## [SOFTWARES]

Adobe Cloud  
Microsoft Office  
3D Max

## [LANG]

Spanish (native)  
English  
Japanese

## EXPERIENCE

MullenLowe OCT 2016  
[GRAPHIC DESIGN INTERN - LIMA, PERU] /DEC 2016

Designed online and printed graphic layouts for marketing campaigns, direct mail, banner ads and catalogs. Effectively worked under tight deadlines. Collaborates positively with the team to maintain a friendly, supportive and cooperative work atmosphere.

Spacecake Design Studio SEP 2017  
[JUNIOR DESIGNER - LIMA, PERU] /FEB 2018

Met client objectives, leveraging expertise in branding, digital design and packaging. Produced impactful and memorable brand communications across print and direct mail. The seamless blend of creativity and strategic thinking in these campaigns demonstrated my proficiency in elevating clients' market presence. Oversees art layouts, specifying style and graphics to meet project specification.

Freelance MONTH 2018  
[FREELANCE DESIGNER & ART DIRECTOR] /JAN 2021

Worked along different brands and companies from all South America. Achieves project targets with high-quality design work to help clients promote products, services and events. Designed editorial pieces (monthly magazines), digital contents (social media and mailing) and stop motion videos.

UltraSuperNew AUG 2019  
[CREATIVE INTERN - TOKYO, JAPAN] /DEC 2019

Developed, designed, and launched high-profile brands for B2B, B2C, and CPG clients, demonstrating a comprehensive understanding of modern design and branding initiatives for Japanese target. Collaborated between the multilingual team (English and Japanese).

SocialMood Studio JAN 2021  
[FOUNDER & DIRECTOR - LIMA, PERU] /PRESENT

Art directed and produced impactful and memorable brand communications across print, direct mail, and broadcast mediums. The seamless blend of creativity and strategic thinking in these campaigns demonstrated my proficiency in elevating clients' market presence. Focused in digital content for any platform as well as traditional design (editorial, branding, packaging, etc) and marketing strategy. Best solution for brands to communicate with their right PO, engaging them and create a truthful connection.

Imagemill OCT 2021  
[DESIGNER / ART DIRECTOR - TOKYO, JAPAN] /MAR 2024

Leading the development of powerful visual content that captivate audiences while communicate messages effectively by applying expert design skills and creative insights. Collaborating across teams to ensure design coherence and artistic choices with product objectives and brand identity.