

Valeria Moretto

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EDUCATION

Universidad Anáhuac <i>Bachelor's Degree in Multimedia Design</i>	Xalapa, México
Hochschule Trier <i>Academic Exchange — Intermedia Design</i>	Trier, Germany

EXPERIENCE

Dingus & Zazzy <i>UX/UI Graphic Designer</i> Digital marketing & design agency · Canada	2026 – Present
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- Serve as sole designer on a 4-person cross-functional team, owning UX, UI, and visual production for 12 client accounts across the US and Canada
- Designed and launched 10+ complete client websites from discovery to handoff, maintaining an average 5-day delivery cycle per project
- Produced 5+ motion graphics explainer videos (1–2 min each) combining custom illustration, 2D animation, and AI-generated voiceover for clients across multiple industries
- Built and maintained individualized brand design systems for each client account, enabling consistent asset production across web, social, and video channels
- Deliver 20+ digital marketing assets per month across active client portfolio, coordinating with marketing coordinators and copywriters to meet campaign deadlines

Spaceboy Studios <i>UX/UI Designer (Internship)</i> Independent video game studio	2024
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- Designed 10 UI screens for Hannah, a narrative-driven mobile game, balancing visual storytelling with functional interface clarity
- Conducted usability evaluations to identify player friction points and iterate on UI flow over a 4-month internship

Reinserta <i>Motion Designer (Volunteer)</i> Non-profit for youth social reintegration · Mexico	2024 – 2025
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- Created a 2-minute frame-by-frame animated short on youth social reintegration, published on Reinserta's website, Vimeo, and Instagram
- Collaborated with a 4-person communications team to align the visual narrative with the organization's advocacy campaign goals

Clínica de Medicina Estética Dra. Cinthya Gil <i>Visual & UI Designer</i> Aesthetic medicine clinic · Veracruz, México	2021 – 2024
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- Grew the clinic's Instagram and Facebook presence from 0 to 1,000+ followers through consistent branded content and giveaway engagement campaigns
- Designed brand-aligned visual content and UI proposals for digital marketing across social media, website, and paid advertising formats

Universidad Anáhuac Campus Xalapa <i>Multimedia Designer (Internship)</i> Private research university · Xalapa, México	2022 – 2024
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- Produced 10+ institutional projects in motion graphics and vector illustration for the university's digital and print communications campaigns
- Contributed to audiovisual production, photo editing, and post-production across multiple institutional content formats

PROJECTS

Personal Finance Manager <i>Product & Visual Designer</i> Personal product, used daily	2025 – Present
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- Designing and building a personal finance app end to end, from research and user flows to a full visual system and component library in Figma
- Owns interface design, iconography, and data visualization, iterating rapidly with AI tools such as Claude

SKILLS

UX & Product: Figma · Wireframing · Prototyping · User research · Design systems · Information architecture · Personas · Journey mapping · Accessibility (WCAG)

Visual & Motion: After Effects · Photoshop · Illustrator · InDesign · Premiere Pro · 2D animation · Motion graphics · Illustration · Typography

AI Tools: Claude · Midjourney · Relume · ElevenLabs · Gemini · Google Stitch · Runway

Web & No-Code: Webflow · Shopify · Wix · Canva · HTML · CSS · JavaScript

Productivity: Notion · GitHub · ClickUp

LANGUAGES

Spanish (native) · English (C2, EF SET 84/100) · German (B2) · French (A2, DELF) · Italian (second mother tongue)

CERTIFICATIONS

- EF SET English Certificate — C2 Proficient (84/100)
- Adobe Certified Professional — After Effects
- Adobe Certified Professional — Photoshop

INTERESTS

Marathon running · Completed the Veracruz Marathon (2022)