

# VALERIE MORENO

2187 E 8 Mile Rd, Grosse Pointe Woods, MI 48236 • 602.320.8894 • www.vm-design.com • valerie@vm-design.com

## WORK

### FREELANCE DESIGNER

March 1998 - present  
Detroit, MI  
New York, NY  
Phoenix, AZ

Work with various art directors, editors, and/or clients to design and prepare various materials, both in-house and from home. Duties have included photo retouching, logo development, ad creation, page layout, and production. Also create web sites (including design and programming). Clients have included Teacher's Discovery, The Bohemia Foundation, Supernova Productions, The Arizona Lost Boys Center, *Metrosource* magazine, Ronin Sushi, PGN Agency, Harris Marketing Group, and Fluency as well as other restaurants, nightclubs, architecture firms, and small businesses. Also designed several prototypes for magazines/publications including *Image* magazine, *Crystal Blue*, and *Arizona State University*.

### ASSOCIATE ART DIRECTOR

*American Salon* magazine  
September 2005 - November 2006  
New York, NY

Worked closely with the art director and editors to conceptualize certain sections of *American Salon*, a trade magazine distributed to hair salons and owners. Art directed most product photography. Prepared files for printing including scanning, retouching, and flowing art to/from outside prepress house. Laid out some front-of-book and back-of-book sections as well as some features to fit the style of the rest of the magazine.

### ART DIRECTOR

*Permission* magazine  
August 2004 - present  
New York, NY

Developed issues of *Permission* magazine, a New York-based fashion, art, and music publication relaunched in January 2005. Responsibilities included choosing fonts, color palettes, creating templates and designing the look and feel of the magazine and designing magazine's editorial pages as well as prepress and production. Also managed designers and an illustrator who contributed some design the magazine based on the templates and format provided.

### CONTRIBUTING DESIGNER

McMurry Publishing  
February 2005 - July 2005  
Phoenix, AZ

Provided design support for McMurry Publishing, a Phoenix-based custom publishing company. Responsibilities included designing prototypes for new magazines, developing style sheets for new magazines and/or redesigns, photo research, feature and cover story design, text formatting, and providing any additional support needed for the various publications being produced. Titles included *Smart Health*, *About Health*, *The Ritz Carlton Magazine*, *Arrive*, *USAA*, and *Driven*.

### ART DIRECTOR

*Metro/Arizona Monthly* magazine  
September 2002 - February 2005  
Phoenix, AZ

Developed identity and format of *Metro* magazine (later called *Arizona Monthly*), a Phoenix-based general-interest publication from its inception prior to launching in March 2003 with a circulation of 50,000. Responsibilities included designing collateral materials, media kits, as well as the magazine itself. Other duties included production of the magazine including photo assignment, photo editing, photo research, scanning, proofing, and printer quality control. Redesigned the magazine to reflect the new name and brand identity. Also worked closely with the editorial department to develop and concept stories, both editorially and creatively. Also designed and maintained web site for *Metro* through March 2004. Publication was suspended in February 2005.

### ASSOCIATE ART DIRECTOR

Riester-Robb Advertising  
September 2002 - January 2003  
Phoenix, AZ

Worked closely with the creative department to prepare files to send to various publications and clients. Other duties included photo retouching, logo development, and ad development. Clients included Scottsdale Convention and Visitor's Bureau, Arizona Humane Society, Fennemore Craig, and United Way of Arizona.

### ART DIRECTOR

*City AZ/Desert Living* Magazine  
April 1999 - August 2002  
Phoenix, AZ

Served as art director for a regional lifestyle publication with a circulation of 40,000. Responsibilities included designing collateral materials, media kits, as well as the magazine itself. Other duties included production of the magazine including photo assignment, photo editing, scanning, proofing, printer quality control, and contributing to the content and overall format of the magazine from development/concepting stages to the finished product. Also contributed art and design to *CITY* magazine, an affiliate publication based in New York.

## SKILLS

### COMPUTER

Excellent knowledge of InDesign, Quark, Photoshop, Illustrator, and Acrobat on Mac platform (CS3). Also have excellent knowledge of other design-related utilities (Word, Excel, PowerPoint, etc). Knowledge of HTML, Dreamweaver, Flash, Fireworks and other web-related utilities.

### OTHER SKILLS

Photography, illustration (drawing and computer illustration)

## EDUCATION

ART INSTITUTE ONLINE  
2007 - present

Graphic Design, working on obtaining BA

ART INSTITUTE OF PHOENIX  
1996 - 1998 • Phoenix, AZ

Visual Communications, AAS

OHIO UNIVERSITY  
1994 - 1996 • Athens, OH

Art History