

Valentina Gonzalez-Ortiz

SERVICE & INDUSTRIAL DESIGNER

<https://www.valredesign.com/>

I shape brands and services into living experiences: strategic, human, and culturally fluent.

KNOWN LANGUAGES

English Fluent - IELTS C1
Spanish Fluent - Native
French Basic

SKILLS

- Brand & Marketing Strategy
- Service Design & Journey Mapping
- Stakeholder Co-Creation & Facilitation
- Consumer & Market Research (Multicultural Audiences)
- Campaign Development & Digital Engagement
- Visual Storytelling & Creative Direction
- Project & Process Management
- Experience Prototyping & Blueprinting

SOFTWARE

●●●●●● Miro & FigJam (workshops & collaboration)
●●●●●● Monday.com, SharePoint & Dropbox (project coordination)
●●●●●● Adobe illustrator
●●●●●● Procreate
●●●●●● Adobe Photoshop
●●●●●● Canva
●●●●●● Adobe InDesign
●●●●●● Adobe Premiere Pro
●●●●●● SolidWorks
●●●●●● Figma

CERTIFICATIONS

- Google Ads Certification
- Google Ads Display Certification
- Marketing Digital with CODERHOUSE: Advanced Network Advertising Course
- Leadership Development Experience AIESEC
- IELTS (C1)

CONTACT DETAILS

valgongomez98@gmail.com

FORMER EDUCATION

Service Design M.A
SCAD
Savannah College of Arts and Design
2024 - 2025
Service Design
Savannah, USA

Industrial Design
Pontificia Universidad Javeriana
2017 - September 2023
Industrial Design.
Focused in Digital product design and User-centered design.
Bogotá, Colombia

High School Graduate
St. Matthew School
2017
Bogotá, Colombia

PROFESSIONAL EXPERIENCE

Brand Strategist & Account Coordinator
Samar Group
JUNE 2025 - Present
Account Coordinator & Marketing Specialist
Samar Group
AUG 2023-JUNE 2025

Faith Equestrian Therapeutic Center
SCAD SERVE

Graphic Designer
Canadian Association for Participatory Development (CAPD)

Social Media Designer
Yoga-Ka Bogota

Graphic Design Intern
ZN Consulting

August 2023 - Present
Remote - Atlanta, Georgia, United States

- Led the marketing strategy for The Fox Theatre (Atlanta), developing Hispanic audience engagement initiatives that built meaningful cultural connections and enhancing brand resonance across metro Atlanta.
- Manage the visual & Creative development and execution of INROADS campaigns, ensuring cohesive branding.

September 2024 - November 2024
Savannah, Georgia, United States
Managed the process book for an FETC service design project, ensuring goal alignment and actionable solutions.

March 2023 - Present
Remote - Calgary, Alberta, Canada
Social Media management, Branding and Web page redesign.

January 2021 - Present
Remote - Bogota, Colombia
Social Media management and Branding.

August 2022 - December 2022
Remote - Brussels, Belgium
Graphic Designer for EU vaccine campaigns and various health campaigns, including 3D Metaverse Modeling