

Valerie Trisnadi

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WORK EXPERIENCE

Lime, San Francisco, CA

Senior Designer AUG 2020 - PRESENT

- Oversaw brand campaigns, merchandise, emails, and other visual assets
- Delegated animated assets on the Lime App, from setting the illustration style to storyboarding to animation
- Led the design for the Lime website and worked cross-functionally with web developers and Lime's SEO team

Brand Designer AUG 2020 - JULY 2022

- Supported the design team in Lime's rebranding and brand guidelines
- Conceptualized social media assets, emails, merchandise, and campaigns
- Worked cross-functionally with Lime's product team to design illustrations and icons for the Lime App

Wix.com, New York, NY — *Design Intern*

JUN 2019 - SEP 2019

- Accomplished a website redesign of a non-profit organization that caught the attention of *Fast Company*, *CreativeBloq*, and *Wix.com Blog*.
- Increased the NGO's member registration by 260% by restructuring its website's content, implementing Wix marketing tools, and redesigning the NGO's brand and web interface.

Backpack Indonesia, Jakarta, Indonesia — *Graphic & UI/UX Design Intern*

MAY 2017 - AUG 2017, MAY 2018 - AUG 2018

- Convinced investors to donate a significant amount of funds by creating an app demo video that highlighted the functionalities of the Backpack app.
- Prototyped, designed, and conducted UX research for the Backpack app.

ACHIEVEMENTS & PUBLICATIONS

"3 nonprofit rebrandings that show the power of design in amplifying a mission" - *Fast Company*

"20 Best Nonprofit Websites that Truly Make a Difference"- *Wix.com*

"5 things we loved about Wix Design Playground" - *CreativeBloq.com*

"How Do You Get Into Tech? Recent Graduates Talk About The Portfolios That Got Them Jobs" - *AIGA Eye on Design*

AIGA Warm-up Presenter for Summer 2020 AIGA NY Paula Scher Event

EDUCATION

Parsons School of Design, New York, NY — *BFA Communication Design. Minor in Creative Entrepreneurship*

AUG 2016 - MAY 2020

Dean's List 2016-2020, GPA 3.9

SKILLS

Tools

Adobe Creative Suite
Sketch
Adobe XD
Figma
Blender

Languages

HTML/CSS
Javascript
jQuery

Interaction

Prototyping
Wireframing
Storyboarding
User Research
User Testing

Visual

Branding & Graphic Design
Illustration
3D Modeling
Motion Graphics & Animation

REFERENCES UPON REQUEST

Jane Chung, Senior Creative Director - North America, *Nike*
Yotam Kellner, Lead Designer at *Wix.com*
Matt Moore, Head of Design at *Lime*