



# VALERIAOLMOS

visual & experience designer

CREATIVE | STRATEGIC | INNOVATIVE

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## EDUCATION

**University of Texas at Austin**  
MA Advertising  
Immersive Experiences

Bachelor of Fine Arts, Design  
Minor in Business Foundations  
*McCombs School of Business*

## SKILLS

Adobe Creative Suite (3D Dimension, InDesign, Illustrator, Photoshop, After Effects, Premier Pro)

Microsoft Suite

Google Suite

Figma

Sketch Up

Sketch / Illustration

Experience Design

Event Production

Audience Research

Project Management

Storytelling

World Building

Creative Strategies

Critical Thinking

Campaign Development

Fabrication Design

Product Design

Environmental Graphics

Motion Graphics

Branding and Brand Strategy

## WORK EXPERIENCE

**Lead Visual Designer** / Double A Labs  
February 2021 - August 2023

- Design and creative direct branded 3D immersive spaces for company's virtual world product "Double A" as well as clients' worlds.
- Collaborate with producers and cross-functional teams to create concepts for various clients, including a successful experiences for major brands such as Dell Technologies and YouTube.
- Develop and present comprehensive creative decks to clients, ensuring all concepts were on-brand and aligned with client goals.
- Create all visuals necessary for clients' in-person events. These include directional signage, artwork, marketing materials, souvenirs, trailer wraps, and other brand activations.

**Lead Production and Set Designer** / The In Between Immersive Experience  
December 2022 - May 2023

- Design the set and visual experience of 9-show SOLD-OUT *The In Between*, an immersive experience exploring a user's last six minutes of consciousness.
- Cross-collaborate with tech development, multimedia and UX teams to push the boundaries of technology and physical experience.
- Manage vendor and purchase orders to ensure experience stays on budget.
- Work with team leads to build the story, characters, world, and activations.

**Visual Designer and Event Producer** / UT Center of Creative Entrepreneurship  
August 2019 - August 2021

- Design visuals, illustrations, and promotional materials for Kendra Scott's Women Entrepreneurship and Leadership Institute.
- Design and all physical, web, social, and email creative assets and promotional materials in a visually compelling and effective manner.
- Collaborate with strategic marketing, planning, and promotion of all CCE events.

**Walt Disney World® Resort** / Disney College Program  
January 2019 - July 2019

- Participated and networked in Career Connection classes taught by Disney professionals including Disney Communications, Disney Parks Live Entertainment Design, and Event Operations.
- Engaged in Disney backstage tours and gained a thorough understanding of how the magic is created for the general audience.
- Received six recognitions for showing Safety, Courtesy, Show, and Efficiency.

## ACCOMPLISHMENTS

- Recent news! *The In Between* was shortlisted for an **Immersive Yugo BAFTA award!**
- Launched and designed **YouTube Shorts Virtual Creator House**, a YouTube Virtual World that connects creators from all over the world.
- Designed visuals and trailer wrap for **2022 Dell Technologies Tour, which has traveled across 47 states across the U.S. and Canada**
- Designed initial brand content for **Kendra Scott Women's Entrepreneurial Leadership Institute**, participated as an Ambassador to promote the launching of the Institute
- Formed part of the production team for the *2020 College of Fine Arts Creative Summit: How to Make a Living as a Creative in a Post-Pandemic World, which had 500 registrants and 2K views so far (and rising!)*
- Worked on collaboration for **AIGA Eye on Design** newest issue that takes form of a Zine, **sold out in under an hour!**