



Stephanie Valderrama

LEADERSHIP & SERVICES

UX/UI Product Designer | REEF Technologies

(Jan 2021 - Present)

- Lead designer on wireframes, mockups, and prototypes for *REEF's Customer Account Portal, Business Portal, and REEF's Proposal Tool*
- Aided in growing the design system by expanding the foundations library with illustrations and creating specific guidelines to ensure consistency
- Worked alongside Product Owners, Engineers, and Lead Product Designers on key products from conception to release
- Facilitated User Research in a Lean User Test to observe and gather feedback on Self-Service Enrollment experience for landlords
- Conducted and presented a Heuristic Analysis on the recently acquired application from Orderlord, the *Kitchen Display System* and recommended solutions for improvement
- Provided mentorship to intern designer and collaborated on getting new components finalized for the design system

Designer | Houghton Mifflin Harcourt

(Nov 2017 - Oct 2020)

- Designed *Carmen Sandiego*™ educational resources, from an interactive adventure map, downloadable worksheets about geography, culture, and promotional items for students
- Led the creation of CC Libraries for our core products to use within our internal design team
- Redesigned national conference displays to launch new branding to sales team, and stakeholders
- Created new branding for *Math in Focus*® 2020, that supports marketing collateral for Grades K-8
- Created logos for developing digital applications for the company's shift to digital learning

Creative Director | Limbitless Solutions

(Aug 2015 - December 2016)

- Built branding guide that transpired to digital platforms, product, and packaging design
- Designed technical infographics, manuals on the functionality of our bionic arms
- Directed strategizing for campaigns to gather funding for non-profit organization in 3D printing production
- Designed and painted arm sleeve concepts for children
- Raised \$11,000 through crowd funding techniques to make bionic limbs for children nationally and globally

MAIP Creative Intern : Art Direction | Momentum Worldwide

(June 2015 - Aug 2016)

- Designed Tradeshow graphics, FSI's and POP displays
- Conceptualized pitch projects for Mondelez clients such as *Miracle Whip, Oreo, and Jeep*
- Won People's Choice Internship Project across North America's 5 offices which included conceptualizing creative experiential ideas for the non-profit *Per Diems Against Poverty*

CONTACT

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EDUCATION

- **DesignLab** | Completed 6 week course for UI Design | 2019
- **University of Central Florida** | Orlando, Florida | Fall 2016
 - **B.F.A Graphic Design**
 - **B.A Emerging Media Management**

SKILLS & LANGUAGES

- **Illustrator**
- **Photoshop**
- **InDesign**
- **After Effects**
- **Premier**
- **Sketch**
- **Figma**
- **English**
- **Spanish**

ACHIEVEMENTS & AWARDS

- **Changemaker Art Director - 2020**
(Created Branding Guide for IMPOWER, non-profit)
- **Featured Illustrator - 2017**
(My Tio's Pulse, Children's book that speaks about Pulse)
- **White House Design For All Attendee - 2016**
(Limbitless Solutions Representative)
- **Portfolio participant of AIGA Orlando's Mentorship - 2015**
(American Institute of Graphic Arts)
- **Selected participant CGIU - 2011**
(Clinton Global Initiative University)