

Mikaela Ventura

Designer based in sunny Los Angeles
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EXPERIENCE

Freelance Designer – Virtual Tables (New York, NY)

March 2021 – December 2021

- Works with VP of Creative, producers, and development team to achieve white-label platform customization for virtual/hybrid events.
- Utilizes client brand guidelines to stylize graphic elements for custom events hosted on the Virtual Tables platform.
- Creates public-facing materials including wireframe templates, decks, social media posts, website design, and brochures.
- Executes design layouts and revisions according to creative direction of client and VP of Creative.

Freelance Designer – People & Company (Brooklyn, NY)

May 2020 – March 2021

- Conceptualized and created marketing collateral based on creative briefs, marketing goals, and knowledge of best practices.
- Developed thoughtful and compelling designs, rework graphic elements for digital and social media spaces.
- Produced design layouts and revisions based on feedback from company founder and associates.

Junior Creative + Graphic Designer – MKTG (Culver City, CA)

February 2020 – April 2020

- Worked with ACD to create/deliver gamification experiences for leading Fortune 500 client, tech and lifestyle sectors.
- Collaborated in experiential strategy, assisting primary client's worldwide channel team by translating concepts into a 3-D space.
- Worked with strategists to develop concepts and journeys, created visually memorable and immersive experience options that Maintained focus on activations and technical aspects of event production.
- Created a range of internal design assets, ensuring work continues to uphold brand guidelines.
- Ability to work under pressure and handle a wide range of tasks and projects at the same time, while maintaining a keen eye for aesthetics to create well-thought-out work that pro-actively pushed the level of quality in both thinking and execution.

Junior Graphic Designer – Sneakerhead.com (Cerritos, CA)

March 2019 – January 2020

- Created visual aspects of marketing materials, websites, and other media for sneakers, apparel, and gear.
- Responsible for conceiving, creating, developing, and coding original graphic content for e-commerce website, email campaigns, banner advertisements, blog, and print.
- Assisted marketing director and head photographer in planning, set up, and completion of photo sessions in-studio and off-site.
- Retouched photos including colorization and resizing.
- Designed social media content, banner ads, and e-commerce updates.

Designer + Intern Manager + Guest Artist Relations Manager – 143 Worldwide (Los Angeles, CA)

July 2018 – December 2019

- Collaborated with CD to design and produce computer-generated artwork for digital marketing for monthly music event.
- Conceptualized design ideas and graphics for merchandise and promotional material, saw through production of products.
- Created 25+ design graphics/page layouts per month for company-wide use, including posters, fliers, and sponsorship decks.
- Performed functions of human resources, including but not limited to talent acquisition, retention, and training.
- Coordinated specialty services (vendors/buyers relations, guest relations, worked with event manager on specialty products).
- Planned and executed event logistics and guest artist hospitality requirements, serving as a main point person

Graphic Designer + Production Artist – Studio Printing (El Segundo, CA)

June 2013 – August 2018

- Conceptualized and created marketing materials for print and digital, including logos, brochures, newsletters, and advertisements.
- Recommended and consulted with clients on the most appropriate graphic design options based on clients' overall marketing goals.
- Developed press-ready layouts for print production on digital or letterpress.

NOTABLE PROJECTS

Virtual Tables – Elton John AIDS Foundation 29th Annual Oscar Viewing Party
Family Style Food Festival – Drive-Thru Theater 2021

EDUCATION

Loyola Marymount University (2014–2018)

B.A., Studio Arts Graphic Design, Minor in Business Administration