

MIKAELA VENTURA

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EXPERIENCE

Freelance Designer // Virtual Tables (New York, NY) // 03.2021_12.2021

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

Freelance Designer // People & Company (Brooklyn, NY) // 05.2020_03.2021

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

Junior Creative + Graphic Designer // MKTG (Culver City, CA) // 02.2020_04.2020

- 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 continuously upheld brand guidelines
- Worked under pressure and handled 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 proactively pushed the level of quality in both thinking and execution

Junior Graphic Designer // Sneakerhead.com (Cerritos, CA) // 03.2019_01.2020

- Created visual aspects of marketing materials, websites, and other media for sneakers, apparel, and gear
- Concepted, created, developed, and coded original graphic content for e-commerce website pages, email campaigns, banner advertisements, blog posts, and print collateral
- 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 advertisements, and e-commerce updates

Designer + Intern & Guest Relations Manager // 143 Worldwide (Los Angeles, CA) // 07.2018_12.2019

- Collaborated with CD to design and produce digital artwork for marketing for music event hosting 2000+ attendees monthly
- 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 (vendor/buyer relations, guest relations, worked with event manager on specialty products)
- Planned and executed event logistics and served as main point person for guest artist hospitality requirements

Graphic Designer + Production Artist // Studio Printing (El Segundo, CA) // 06.2013_08.2018

- 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

EDUCATION

Loyola Marymount University // 08.2014_05.2018

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

NOTABLE PROJECTS

Amazon Prime Video VidCon 2022 Experience + Creator Lounge + Creator Party
Elton John AIDS Foundation 29th Annual Oscar Viewing Party
Family Style Drive-Thru Theater 2021