

VALERIE GONZALEZ

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3D EXPERIENTIAL DESIGNER Multidisciplinary designer with 6+ years of experience supporting design development, production documentation, and client presentations across experiential, retail, and large-scale installation projects. Known for translating conceptual ideas into clear, fabrication- and construction-ready drawings and models, and for collaborating closely with project teams, fabricators, and stakeholders to deliver cohesive design sets on schedule and within budget.

AREA OF EXPERTISE

✓ Experiential Design
✓ 3D Modeling & Visualization
✓ Fabrication-Ready Drawings
✓ Large-Format Production
✓ Spatial Planning
✓ Lighting Studies & Renderings

✓ Material Research & Finishes
✓ Brand Identity & Visual Systems
✓ Graphic Design & Illustration
✓ Client-Ready Presentations
✓ Visual Storytelling
✓ Production Support

✓ On-Site Installation
✓ Budget-Conscious Design
✓ Project Coordination
✓ File Management
✓ Content Creation (Photo, Video, Short-Form Media)

SOFTWARE & SKILLS

Software: Sketchup, Enscape, Vectorworks, Maya, Zbrush, Unreal Engine, Arnold Render, Substance Painter, Blender, Photoshop, Premiere Pro, Illustrator, InDesign, Procreate, Capcut

Skills: 3D Modeling, 3D Sculpting, Basic Rigging, Basic Animation, Illustration, Brand and Logo Design, Digital Painting, Project Management, Event Planning, Content Creation, Print Production, Photography, File Management, Light Retouching, Color Correction, Hand tools, CNC prep

WORK EXPERIENCE

Crafthouse Design LLC- Los Angeles, CA

03/2024 - Present

Experiential Designer

- Develops schematic design packages and presentation drawings for 10-15 retail and pop-up projects annually, supporting concept development through build-ready documentation.
- Produces detailed SketchUp models, lighting studies, renderings, plans, and elevations, accelerating approvals by 30% and reducing design ambiguity.
- Assists project teams with material selection, finish research, and color studies to support cohesive design intent across schematic and design development phases.
- Coordinates design updates and redlines across internal teams and fabricators, reducing late-stage revisions by 20%.

Draper Art Fabrication- Remote

08/2024 - Present

3D Production Designer

- Produced fabrication-ready drawings, details, and 3D models for custom builds, improving construction accuracy and reducing rework by 40%.
- Converted conceptual 2D and 3D artwork into coordinated production files, saving 15+ hours per project during build phases.
- Created and managed large-format production files for installations up to 120 ft wide, maintaining alignment with graphic standards and technical constraints.
- Maintained organized file structures and version control systems, supporting 100% on-time delivery in fast-paced production schedules.

Corrie in Color - Los Angeles, CA

07/2025 - Present

Production Assistant

- Supported schematic and production phases of custom installations by assisting with drawing prep, material coordination, and on-site execution.
- Produced supplemental SketchUp models and renderings to clarify design intent and reduce internal iteration cycles.
- Coordinated with teams of 3-5 fabricators and artists during installations, ensuring alignment with drawings and schedules.

Freelance - Remote**06/2019 - 08/2024****Graphic Designer**

- Developed branding systems, layouts, and visual assets for 30+ clients, supporting both digital and print applications.
- Produced presentation graphics and layouts that strengthened client communication and visual clarity across project phases.
- Managed multiple deadlines simultaneously, improving turnaround times by 35% through efficient workflow planning.

AnimSchool- Remote**09/2022 - 08/2023****Marketing & Outreach Coordinator**

- Developed and managed content strategies across TikTok, YouTube, Instagram, and LinkedIn, growing audiences from 30K to 140K+ and driving record enrollment.
- Coordinated digital campaigns, presentations, and events involving industry partners from DreamWorks and Framestore.
- Applied strong organizational, communication, and presentation skills to support cross-functional teams.

AnimSchool- Remote**03/2023 - 10/2023****3D Texture Artist**

- Created optimized textures and UV layouts for Unreal Engine 5 characters, reducing performance load by 30%.
- Collaborated with modelers and technical artists to ensure seamless integration into production pipelines.
- Applied industry-standard asset organization and naming conventions.

UC Santa Barbara, Office of Teaching & Learning - Remote**04/2021 - 04/2024****Financial Analyst**

- Managed financial operations for 5 Program Managers and 7 satellite departments, overseeing \$2M+ in annual expenditures by coordinating purchasing, payroll, and reimbursements.
- Established unified financial systems that reduced processing errors by 35%, by designing standardized workflows and cross-department procedures.
- Trained 30+ staff members using custom tutorial videos and documentation, decreasing ongoing financial support requests.

UC Santa Barbara, Environmental Studies Program- Santa Barbara, CA**09/2018 - 01/2021****Financial Administrator**

- Oversaw a departmental budget of \$1M+ annually, forecasting expenses and revenue to maintain balanced operations.
- Developed and implemented financial policies and controls that reduced budget variances.
- Prepared monthly and quarterly financial reports for department leadership, improving decision-making timelines by 2 weeks.
- Coordinated accounts payable, receivable, and payroll for faculty, staff, and student employees.

Vibe Tribe - Santa Barbara, CA**02/2019 - 10/2019****Assistant Wedding Planner**

- Assisted with wedding and corporate event coordination, collaborate with the event coordinator, team and other vendors to ensure all aspects of the event are executed successfully.
- Managed communication with 10-15 vendors per event, ensuring schedules, deliveries, and services remained on track.
- Assisted setup and breakdown crews of 5-10 people, maintaining efficiency under tight production timelines.

EDUCATION**Bachelor of Arts (BA), Psychology**

University of California, Santa Barbara

Certificate, 3D Modeling

AnimSchool

Coursework in Graphic Design

Santa Barbara City College

Graphic Design Concentration