

# VALERIE ENRIQUEZ

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LOS ANGELES, CALIFORNIA

LINKEDIN  
INSTAGRAM

SENIOR CREATIVE LEADER  
WHO HAS SERVED RETAIL-  
DRIVEN BRANDS FOR 10+  
YEARS, WITH A PROVEN  
TRACK RECORD OF  
INSPIRING TALENT AND  
DELIVERING GROWTH.

## [AREAS OF EXPERTISE]

Creative Direction  
360 Brand Building  
Culture Leader  
Campaign Development  
Content Strategy  
Photoshoots & Production Scaling  
Graphic Design (Digital + Print)  
In-Store & Event Design

## [EDUCATION]

AI for Creativity &  
Leadership Certificate  
Parsons, The New School  
2024

Graphic Design, AA  
Los Angeles Valley  
College  
2013

## [CONSULTING]

ArtCenter College of Design  
Pasadena, Guest Lecturer

NYCFotoWorks  
Reviewer

## [MENTORSHIP]

Fashion Institute of Design & Merchandising,  
Los Angeles, Guest Speaker

Women Who Create  
Online, 2x Mentor

## GLOBAL CREATIVE DIRECTOR [MILANI COSMETICS]

FEBRUARY 2021  
TO PRESENT

Oversee all brand creative. Lead an elevated, cohesive design system that ensures brand consistency across all global touchpoints; including photoshoots, campaign marketing, printed collateral, store graphics, packaging, e-commerce, video, digital graphics and paid/organic content strategy.

+ Spearhead marketing strategies that require both conceptual and practical thinking, across brand activations in close partnership with CMO and VP of Brand Marketing. Drive the brand visual evolution and cultural relevancy, while managing complex budgets of \$550k+.

+ Oversee a talented team of 5 in-house creatives and a variety of freelancers, providing a north star vision while promoting innovation and growth.

+ A conduit between creative and media agencies, forging collaborative relationships with internal teams and external agency partners in a variety of timezones.

## ART DIRECTOR [MILANI COSMETICS]

JANUARY 2019 –  
FEBRUARY 2021

Reported directly into CMO. Overhauled packaging brand style guide while leading a team of 6 to work across 500+ SKUs globally. Developed a design concept to gain incremental space at Walgreens. worth \$1 million.

## SENIOR GRAPHIC DESIGNER [MILANI COSMETICS]

MAY 2017 –  
JANUARY 2019

Designed all key print graphics for retail partners such as Ulta, Target, Walmart and more. Worked on packaging and graphics for all brand touchpoints.

## GRAPHIC DESIGNER [PRODUCT 360 AGENCY]

SEPTEMBER 2016 –  
DECEMBER 2016

Worked for a boutique design agency specializing in indie beauty and skin care brands. Designed print and digital graphics for Karuna and Sugarfina.

## LEAD GRAPHIC DESIGNER [LUCKY FEATHER]

NOVEMBER 2013 –  
JUNE 2016

Designed over 26 collections for large retail partners within the stationary/jewelry categories. Sold in Paper Source, Walmart and more.