

VALERIE *Enriquez*



SENIOR CREATIVE DIRECTOR WITH A DEEP UNDERSTANDING OF CONSUMER BEHAVIOR, STORYTELLING & A KEEN EYE FOR DESIGN. SPECIALIZES IN BUILDING SCALABLE CREATIVE TEAMS TO DELIVER EXCEPTIONAL, CATEGORY-LEADING WORK.

WORK EXPERIENCE

GLOBAL CREATIVE DIRECTOR *2021-CURRENT*
—→ *Milani Cosmetics, Culver City, CA*

Report into CMO. Oversee all creative while leading 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.

ART DIRECTOR *2019-2021*
—→ *Milani Cosmetics, Culver City, CA*

Reported into CMO. Overhauled packaging brand style guide while leading a team of 6 to work across 500+ SKUs globally.

SR. GRAPHIC DESIGNER *2017-2019*
—→ *Milani Cosmetics, Culver City, CA*

Designed all key print graphics for retail partner. Worked on packaging and graphics for all brand touchpoints.

GRAPHIC DESIGNER *2017-2017*
—→ *Product 360, Downtown LA*

Designed print & digital graphics for indie beauty/skin care brands.

LEAD DESIGNER *2013-2016*
—→ *Lucky Feather, Los Angeles, CA*

Designed over 26 collections for large retail partners within the stationary/jewelry categories.

AREAS OF EXPERTISE

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

EDUCATION

AI for Creativity & Leadership
Parsons, The New School
2024

Graphic Design, AA
Los Angeles Valley College
2013