

VALENTINA ORDONEZ

EXPERIENCE

Deckers Brands

Innovation Design Consultant | CA | Aug 2023 - Present

Responsibilities include presenting 2D and 3D ideation, technical drawings, managing projects, leading product wear-tests, and communicating with factories in support of all Deckers Brands. Accomplishments include designing 3D-printed footwear for UGG, developing trail-run solutions for TEVA, branding the Hoka Elite Athlete Trail Run Kit, and Designing the DXLAB Freestyle Low/Mid footwear franchises.

Wolverine Worldwide

Footwear Design Co-Op | MI | Jan 2023 - May 2023

Member of a cross-functional footwear design team that collaborated with product development and 3D developers throughout all phases of design process. Responsibilities included presenting research, ideation, renderings, technical drawings, and product wear testing for Merrell and Chaco. Designed outsole for successful franchise. Supported new category launch for Chaco by designing and creating tech packs for River Guide accessories.

5.11 Tactical

Technical Design Co-Op | CA | May 2022 - Aug 2022

Evaluated products to determine compliance of specs, construction, and quality. Updated tech packs inclusive of design sketches, technical illustrations, construction details and measurements. Prepared for fittings by measuring and inspecting garments. Ensured products met company standards for construction, performance, fit, function, and aesthetics. Participated in fit sessions on live models and recorded comments.

Hasbro | PJ Masks Team

Product Design Co-Op | Remote | Aug 2021 - Dec 2021

Designed concepts for figures and accessories. Collaborated with the Preschool design team to develop toy product along all phases of development process. Utilized Adobe Suite to design deco specification sheets, color concepts, and color guides. Reviewed products alongside engineers, package designers, brand creative and marketers. Conducted retail visits to evaluate trends on shelves.

EDUCATION

University of Cincinnati, DAAP

Aug 2019 - Apr 2024

DAAP - College of Design, Art, Architecture, and Planning
Industrial Design (BS)
Deans List / Cincinnati Scholar / 3.85 GPA

Accademia Italiana

Florence Italy | Sep 2022 - Dec 2022

Study Abroad Program
Studying Product Design, Fashion Design, Graphic Design, and Photography.

INVOLVEMENT

Mentors and Muses

August 2020 - April 2024

Chi Omega Sorority | Apparel Chair

September 2019 - December 2020

SKILLS

Digital

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe Lightroom
Adobe Bridge
CLO 3D
Fusion 360
Gravity Sketch
Keyshot
Sketchbook Pro

Analog

2D Sketching and Drawing
3D modeling
Technical Packs
Sewing Construction
Physical Prototyping
Wood Working

OUTSIDE THE OFFICE

Camp, draw, hike, make jewelry, paint, photography, read, sew, snowboard, surf, travel, play piano & guitar.

Let's chat!

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