

# Valentina Ordoñez

## 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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