

EXPERIENCE

KES

Graphic Design
March 2020 – present

Shopify website management, product photography, digital garment production, marketing, campaign design, video and content creator, copywriting, email developer.

TT BRITT

Web Design
November 2020 – January 2021

An immersive digital world showcasing the work of New York based artist and stylist.

HIKER

Freelance Web Design: Thrive Scholars
2020

Prototyping web pages for Thrive Scholars using Sketch.

ISAËA

Logo Design
2020

Isaëa is a non-gender fashion brand that explores the versatile multitudes of clothing. The essence of the work is about transformation; traversing through all nuanced forms of fashion expression.

BLOCKCHAIN FOR SOCIAL IMPACT COALITION

Graphic Design, Visual Direction
April 2020 – July 2020

Visual development of the organization's goals and purpose. Over the course of four months I worked closely with the group to excavate a new branding vernacular that fit with the organization's objectives. We had weekly 'discovery' meetings to discuss identity, mission and brand values. Responsible for logo Design, color story, web design templates and webinar banners.

INTRA-DISCIPLINARY SEMINAR

Graphic Design, Visual Direction
September 2019 – April 2020

Creative Direction for the IDS Seminar at the Cooper Union. Exploring the three themes of the Spring and Fall semester — Expanded Ontology, Counterpoint and Dreamwork — we develop a visual vernacular that interprets them into a singular design language. I developed the website, weekly announcement poster, main event posters for both seasons, social media banners and animations.

UNION JOURNAL

Book Design, Curator
April 2020 – July 2020

The Union Journal is an inter-disciplinary space where the three schools of The Cooper Union (architecture, engineering and art) come together for the first time in its history to showcase their work in a distributed printed journal. Responsible for cover and layout design, printing, distribution and the curation of submissions.

BUCKET COOK

Website Design, Logo
2020

Website design and digital logo render for Bucket Cook, a hair salon in brooklyn, NY.

JOANNE

Logo Design
2017

Re-designing a logo for Staedelschule's Art Gallery in Frankfurt, Germany.

AWARDS

THE TONI AND DAVID YARNELL MERIT AWARD OF EXCELLENCE IN ART

The Cooper Union, Graduation Award
2020

CHARLES GOODMAN ESSAY AWARD

The Prosthetic Tracker: Supplementing an Unattainable Goal
2019

TYPE DIRECTORS SCHOLARSHIP AWARD

<https://www.tdc.org>
2019

DESIGNING WITH TYPE AWARD

<http://www.dwtawards.com/portfolio/valerie-franco/>
2018

CV STARR FOUNDATION SCHOLARSHIP

2016–2020

LANGUAGES

Fluent in Spanish and English. Basic French and German.

SKILLS + EXPERTISE

Adobe Creative Suite

- Adobe Certification in Photoshop
- Illustrator
- InDesign
- Premier
- After Effects

Web Design

- HTML & CSS certified
- JavaScript (WIP)
- Sketch
- Figma
- 3D Rendering

• Blender

• Rhino

Branding

- Logo Design
- Print
- Infographics
- Typography

Design

- Exhibition Design
- Book/Print Design

Sound Design

- Max Software
- Ableton

Industry

- Welding/Metal Work
- Wood Work

EDUCATION

THE COOPER UNION FOR THE ADVANCEMENT OF SCIENCE AND ART

New York, NY
Class of 2020

STÄDELSCHULE, STAATLICHE HOCHSCHULE FÜR BILDENDE KÜNSTE

Frankfurt, Germany
April 2018 – January 2019

DESIGN AND ARCHITECTURE SENIOR HIGH SCHOOL

Miami, FL
Class of 2015

THE OXBOW SCHOOL

Napa, CA
2014, OS29

PERFORMANCES + EXHIBITIONS

Musculoskeletal Control Lab, Artist in Residence

Residency

Hoboken, New Jersey 6/20 – 9/10 2021

Part of the National Science Foundation CAREER grant research using sound and music to facilitate balance training in older adults.

ROUNDABOUT: *conditional (Instruction)*

Group Show

Malmö, Sweden. 10/30 – 11/9, 2020

Collaboration with Luis Polyansky Worth. Situated as a semi-fluid motion across three acts, Roundabout engages with temporal structures of exhibition-making and display; through a series of changing and overlapping interventions in the gallery space. The works presented take on a life similar to that of a 'cast of characters' – in movements simultaneously tracing the shadow or outline of a collective gestalt. A scenario in constant narrative flux.

INFLUENCE

Spreadsheet #20, Tria Publishing
October 14, 2020

Collaboration with Juliet Carpenter. Influence is a data-driven-centaur-PlaybyMail-distortedreality-roleplaying game. To express interest in playing send an email to: influencepbm@gmail.com

IN WAVES: JUST BECAUSE THERE'S A HOLE DOESN'T MEAN YOU HAVE TO FILL IT

Thesis Show

NY, New York – 2020

Performance, writing, light and sound installation. Presented with Sam Warkov.

ORANGETHEORY (video)

BUSINESS AS USUAL, Group Show
Cooper Union, New York, 2019

Curated by Claire Louise and Alisa Petrosova.

BLUE BAR: NIGHT OF SLEAZE AND SORROW

Group Show

Frankfurt – 2019

Group show in Frankfurt Germany. Curated by Sebastjan Brank and Stefan Cantante. Selected work was titled: 'A Transmutable Substance.' Text piece on a wooden drink coaster.

'SENSUAL INCONSISTENCY: DEMANDING EMPATHY, GRANTING ATTENTION'

Group Show

Frankfurt – 2019

A collaborative sound installation + performance with Luis Polyansky Worth within the Staedelschule Rundgang Exhibition.

'How You Stack Up'

Solo Show

Frankfurt – 2018

A performance involving statistics, sound, biometrics and movement.

TO UNDERSTAND/ ON UNDERSTANDING

Radio Show

Frankfurt – 7/11/18 12:30–7:00

Interview Broadcast on Ufff Radio in Frankfurt.

'AN ACHIEVER IN YOU'

Show with Max Popov

Cooper Union, New York, 2017

CURATORIAL

PERFORMANCE ROOM

The Cooper Union, END OF YEAR SHOW

May 20, 2019 – June 06, 2019

Leeza Belkina, Jhakai Deshong, Vinicius de Oliveira, Maya Van Bael, Valerie Franco, Dalis Pacheco, Juan Garcia, Win Knutson, Wildriana Paulino, Lucas Zeeberg, Eleven Muldrow, Caroline Sultzer.

FEATURED PUBLICATIONS

INFLUENCE

Spreadsheet #20, Tria Publishing

October 14, 2020

ORANGETHEORY (text)

BUSINESS AS USUAL ZINE

2019

The rapid growth of technology, a large perpetrator of climate change, is deeply connected to the physical apparatus of the cloud. This zine is concerned with the physical coordinates and infrastructure of the internet, and all of its constituent modularities. What powers the internet? Who powers the internet? Is the internet free?

'MEDICAL DOCUMENTS'

Union Journal, Cooper Union

NY, New York – 2018

Documentation of performance: The data of a body is what keeps an institution running, the apparatus is contingent on this data. The document itself has no value, and is brought back to its original material form.

'MEDICAL DOCUMENTS'

Graphite Journal

LA, CA. Hammer Museum – 2018