



Valentina Sanchez

Product designer with experience in motion graphics, art direction and cinematography based in San Francisco, CA.

About

Product designer with experience in motion graphics, art direction and cinematography based in San Francisco, CA.

Contact

 valetinasanchez.design
 valentinasg99@gmail.com

Skills

- User Experience
- User research
- Graphic design
- Video directing and editing
- Storytelling
- Branding
- Advertising and artist services
- Native Spanish speaker
- GenAI

Programs

- Figma/Figjam
- Sketch
- Adobe Premiere Pro, After Effects, Photoshop, InDesign
- Origami

Off-work

- All things music
- Books
- Dancing
- Bread making

Work

Meta, Messenger

2022- present

Product designer

- Led end-to-end design for complex projects with 15+ cross-functional partners.
- Delivered 10+ new messaging features across GenAI, privacy, and utility, including: AI Summaries, Edit a Message, Disappearing Messages, Read Receipts, and File Sharing.
- Ported core messaging features to encrypted chats, contributing to top organizational priorities.
- Prototyped 0→1 experiences using Figma and Adobe After Effects.
- Drove full design cycle—from research and brainstorming to launch and iteration.
- Possess a strong leadership and collaboration with engineering, research, product, and marketing teams.
- Created a scalable design playbook to guide in-chat feature development across all teams in Messenger.

Music video freelance

2022- present

Director, writer, art director, cinematographer, editor

- Direct and produce compelling music videos aligned with artists' brand identity and vision.
- Create storyboards, shot lists, and schedules to deliver on time, ensuring smooth execution within tight deadlines and budgets.
- Led on-set direction, managing lighting and camera operations.
- Assemble and edit music video with color correction, motion graphics, and sound design using Adobe Creative Suite.

Elevate Agency

2020- 2022

UX design Director

- Created promotional campaigns and branding for local clients in Gainesville, FL.
- Designed and prototyped wireframes for web and mobile versions of the client's online presence.

The Agency

2019- 2022

UX designer

- Created promotional campaigns and branding for local clients in Gainesville, FL.
- Designed and prototyped wireframes for web and mobile versions of the client's online presence.

Education

The Univesity of Florida

2019- 2022

Bachelor of Science in Telecommunication

- Concentration in Film and TV Production
- Minor English Literature and Film Analysis
- Minor in UX Design