

Valentina Galperin

Designer specialized in strategy, visual communication, and creative direction, with an international background in business, branding, and global design practices. Combining aesthetic sensitivity with strategic thinking, I develop projects that connect brands with their audience through strong and relevant visual narratives.

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Argentinean - Polish

EXPERIENCE

MARIA CHER, Marketing Assistant, Buenos Aires

DEC 2025 - PRESENT

Oversee visual consistency across campaigns, social media, storefront windows, e-commerce and brand events, ensuring cohesive storytelling and alignment across all touchpoints. Participate in creative direction decisions, including model casting, image selection and digital banner definition.

Coordinate and negotiate with external suppliers and production teams.

Manage timelines, production processes and budget follow-up, including invoice control.

Contribute to brand positioning through strategic and aesthetic alignment across all touchpoints.

GIAMBATTISTA VALLI, Showroom Assistant, Paris

SEP - OCT 2024

Supported showroom operations during Paris Fashion Week, ensuring flawless visual presentation and organization of collections. Strengthened attention to detail and adaptability in high-pressure environments.

LA PAMPA SHOP, Art Director, Paris and Buenos Aires

JAN - DEC 2023

Directed photography, digital design and content creation for fashion campaigns.

VIRTUAL SELLER, Sales Executive, Buenos Aires (Remote)

MAY 2023 - MAY 2024

Developed communication and client approach skills through lead generation and business meetings with corporate clients.

EDUCATION

PARSONS PARIS, Strategic Design and Management BBA, Paris

AUG 2021 - MAY 2025

Merit scholarship.

Specialized in design strategy, branding, and visual communication.

LVMH Certificate

OCT - DEC 2024

Specialization in brand development and marketing.

Retail and consumer experience.

UNIVERSIDAD TORCUATO DI TELLA, Academic Exchange, Buenos Aires

MAR - JUL 2024

Focus on business courses.

ADDITIONAL COURSES

ISTITUTO MARANGONI, Foundation Year, Milan

FEB - DEC 2020

Strong foundation in journalism and the industry's creative and editorial aspects.

INSIDE STUDIOS, Fashion Styling Course, Buenos Aires

JUL 2019

Fashion production for Marie Claire. Styling and Art direction.

PARSONS THE NEW SCHOOL, Summer Course, New York

JUL 2017

Fashion illustration and graphic design.

SOFTWARE

Adobe Suite (Photoshop, Illustrator, InDesign)

Microsoft Office Package (Word, Excel, PowerPoint)

AI-Powered Image & Video Tools (Highsied, Sora)

Canva

Social Media Management (Instagram, X, TikTok, LinkedIn, etc.)

HARD SKILLS

Graphic Design

Digital Illustration

Photography

Visual Storytelling

Trend Research and Analysis

Mood Boards Assembling

SOFT SKILLS

Team Work

Creative Thinking

Initiative

Leadership

Critical Thinking

LANGUAGES

English - Bilingual

Spanish - Native

French - Beginner