

Aynne Valencia leads design & strategy of next generation products & services with a refreshing blend of creative management, business savvy, visual design, branding, advertising, marketing, technology & a deep understanding how design can influence human behavior.

Service Design Lead, Fjord

Dec 2011-present

Responsible for creative direction, project management, quality of innovation as well as client & team satisfaction for projects.

ApolloGroup SunTrust Bank

UX Design & Strategy Lead, Cisco Consumer Products (formerly MOTO Development)

San Francisco 2009 - Oct 2011

Design leadership for five Flip Video camcorder products. Led interaction design, visual design & asset production efforts, managed vendor relationship for hardware user interface.

Digital Product Design Director, AKQA

San Francisco Sept 2007-2009

Creation & design lead of behaviors across multiple platforms including mobile, web, Facebook applications, alternate reality games, new product concepts.

Nike McDonald's Microsoft

Product Strategy Consultant, Self

2006, 2011

Product lead for multidisciplinary teams

eBay Bank of America AOL

User Experience Lead Yahoo!

Sunnyvale, CA 2005-2006

Product design & strategy for the next generation of Yahoo Groups.

Lead Product Designer, Microsoft

Redmond, WA 2000-2005

New Consumer Products & Consulting Services.

Surface Table Home networking MSN Messenger

Education

Domus Academy

Milano Italia, 2007

Consumer electronic tools

summer workshop

California State University, San Bernardino

Art & New Media Studies.

Fashion Institute of Design & Merchandising

Costa Mesa, CA

Graphic Design



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