

judy toretti

designer / researcher / strategist

CONTACT

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EDUCATION

Art Center College of Design, 2013
MFA, Media Design Practices + Field

Robert Morris University, 2008
BFA, Media Arts: Graphic Design

American University of Rome, Fall 2006
Studied Design + Architecture

ART CENTER PROJECTS

UNICEF Partnership in Kampala, Uganda
Utilized qualitative research methods to investigate the intersection of agriculture and nutrition

Intel Labs Research in Kampala, Uganda
Investigated the race, political and foreign-aid barriers that exist when conducting field research in Uganda

HONORS

USNC LA for UN Women SIMA + Art
Exhibited at Bergamot Station, July 2014

Helen Hamlyn Centre for Design -
Royal College of Arts, London, England
Presented at workshop, November 2013

Art Center MFA Scholarship
Portfolio-based merit, 2011-2013

SKILLS

Design

Sketching, Wireframes, Color Theory, Typography, Composition, Print & Web Formats, Photo Retouching, Rapid Prototyping, Public Interventions

Research

Design Thinking, Participatory Action Research, Design Ethnography, Structured and Semi-Structured Interviews

Software

Adobe Creative Suite, Sketch, InVision Final Cut Pro, HTML and CSS, Wordpress, Drupal, Digital Video and Photography, Microsoft Office

PROFESSIONAL EXPERIENCE

Freelance Design + Strategy Consultant

June 2016 - Present

Lead Designer + Researcher

Lightray Productions Creative Agency / June 2014 - June 2016

SELECT PROJECTS & CLIENTS

The City of Los Angeles Department of Cultural Affairs: Class Registration Redesign Project

- Worked as project lead and liaison between the City, pilot arts center, and vendor
- Designed and held staff and community workshops to understand user wants and needs
- Negotiated with software providers to obtain proposals based on research findings

The City of Los Angeles Department of Cultural Affairs: Neighborhood Arts Profile

- Provided leadership as the Data and Web Designer
- Created logo and developed the overall look and feel of the project
- Designed and built project website using Wordpress

United Nations Foundation

- Created brand identity for POPGRID, an international data collaborative
- Designed template and general look & feel for a collection of data impact case studies
- Collaborated with the Clean Cooking Alliance to create multiple reports

The City of Los Angeles Sustainable Development Goals (SDGs) Initiative

- Developed logo and established overall project look and feel
- Composed templates for outbound communications (one sheets, letters, presentations)
- Created wireframes and website mock-ups for web development team
- Designed Los Angeles' first public Voluntary Local Review Report

The City of Santa Monica

- Worked with the Youth Wellbeing Team and the City Wellbeing Team to create synergy
- Created a city-wide brand style guide with the Office of Communication
- Collaborated with various departments on design assets (Police Department, Wellbeing Team, Budget Proposal, Minimum Wage Increase, SaMoStat Performance Management Program)

Designmatters at ArtCenter + Mattel Barbie Dreamhouse

- Participated in critiques of student projects that reenvisioned Barbies' Dreamhouse
- Produced publication that captured the iterative design process unique to Designmatters
- Aligned publication with the established brand standards of both Mattel and ArtCenter

The City of Long Beach Innovation Team

- Worked with their interdisciplinary team to establish vision for web portfolio
- Conducted interviews, gathered existing content and distilled information for website
- Designed and built a responsive website to showcase the unique work of the Innovation Team

SELECT LIGHTRAY CLIENTS

Los Angeles Fire Department

- Collected, analyzed and restructured various content into one cohesive website
- Collaborated with design team to create ADA compliant website and internal portal
- Worked with design and technology teams to add station response time statistics to website
- Built and led workshops for LAFD staff on how to use the drupal platform

Other Notable Clients

Revolution Studios, Norman Lear, Hollyhock Inc., The Rape Foundation, Los Angeles City Controller