

JUDY TORETTI

Designer, Researcher, Strategist

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SUMMARY

I am a highly skilled web and graphic designer with more than 14 years of design experience and eight years leading design and strategy efforts for top-tier clients. I have worked for large institutions, government agencies, nonprofits, and entrepreneurs; I taught and mentored arts college students and provided numerous services to clients across the US. I have a master of fine arts degree from ArtCenter College of Design and a strong understanding of the industry standards for design.

PROFESSIONAL EXPERIENCE

Freelance Design + Strategy Consultant

June 2016 - Present

Design consultancy focused on design research, branding, web-based platforms, data visualization, user experience design, and digital and print strategy.

ArtCenter College of Design, Various Roles

January 2021 - April 2021

Designmatters Adjunct Faculty for a Transdisciplinary Studio

May 2021 - August 2021

Mentor to three Designmatters fellows who continued the work from the aforementioned studio

April 2019 - June 2019

Partner Liaison, Sentient Research, YUP! Studio

September 2017 - June 2018

Field Advisor, City of Santa Monica Studio

Lightray Creative Agency, Lead Designer + Researcher

June 2014 - June 2016

Collaborated with the owner and creative director on all digital and print projects; spearheaded the creative direction and assisted with client relations.

UNICEF Partner in Kampala, Uganda

October - November 2012 and February 2013

Utilized qualitative research methods to investigate the intersection of agriculture and nutrition for graduate thesis.

Intel Labs Research Partner in Kamapala, Uganda

February 2013

Investigated the race, political and foreign-aid barriers that exist when conducting field research in Uganda in parallel with thesis.

SKILLS

- Creative Direction
- Client Relations
- Project Management
- Branding & Identity Creation
- UX/UI Design
- Information Architecture
- Content & Technology Strategy
- Graphic Design
- Data Visualization
- Print Collateral & Publication Design
- Design Thinking
- Structured & Semi-Structured Interviews

HONORS

Designmatters Published Article

A Conversation Between Umi Hsu and Judy Toretti, June 20, 2018

Designmatters Alumni Spotlight

Featured on website, March 20, 2017

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

The means by which we find our way; Observations on Design

Published reflection in book, 2008

EDUCATION

ArtCenter College of Design, 2013

MFA, Media Design Practices

Robert Morris University, 2008

BFA, Media Arts: Graphic Design

American University of Rome, Fall 2006

Studied Design + Architecture

SELECT PROJECTS & CLIENTS

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

- Worked as project lead and liaison between the City, pilot arts center, and vendor
- Designed 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 project brand strategy
- Designed and built project website using Wordpress

LA Sustainable Development Goals (SDGs) Initiative

- Created logo and established initiative brand strategy
- Composed templates for outbound communications
- Created wireframes and website mock-ups for website
- Designed LA's first public Voluntary Local Review Report

The City of Santa Monica

- Worked with the City's Youth Wellbeing Team and the Office of Wellbeing to create synergy
- Compiled the first City-wide style guide
- Collaborated with various departments on design assets

CDC Foundation

- Designed a large publication assessing communities' capacity to address the health effects of climate change
- Created various infographics, charts, and tables to synthesize data and information
- Designed a complimentary standalone executive summary for website

Los Angeles City Controller

- Collaborated with the Fundamental Design Group on the redesign of the website
- Restructured the website's architecture
- Designed interior webpages and site user experience

Los Angeles Fire Department

- Collected, analyzed and restructured various pieces of content into one cohesive website
- Collaborated with Lightray's Creative Director 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

PROFESSIONAL REFERENCES

Erin Taylor, Former Senior Marketing Manager City of Santa Monica

I have worked with Erin since March 2017. Together, we created the initial Santa Monica city-wide brand style guide that informed the current revamped style. Additionally, Erin oversaw the design work for every department to ensure we are creating a cohesive look throughout the City.

W. F. Umi Hsu, PhD, Former Digital Strategist, City of LA Department of Cultural Affairs

I began working with Umi in August of 2017 on the Neighborhood Arts Profile. As the Data and Web Designer, I met with Umi and our project data scientist weekly. My role was to develop the branding, create the overall design of the project and design and build the website.

In 2019, Umi rehired me for the Class Registration Service Design project, which is still underway.

Jennifer May, Executive Director, Designmatters, ArtCenter College of Design

I have worked with Jennifer in a variety of capacities over the years: publication designer (Barbie Dreamhouse and SINC), adjunct faculty (interdisciplinary Designmatters studio), guest lecturer in various classrooms, and as a mentor to Designmatters' fellows.

**Reference contact information available upon request.*