



Hi, I'm Valentine Makhouleen, a senior product designer and design lead helping mission-driven organizations and their audiences grow and succeed.

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SKILLS

Building creative teams
Creative direction
Design systems
Usability research
User experience design
Figma, Sketch, Adobe
Principle, Framer
Interaction design
Startup development
Product strategy
Marketing strategy
Growth
Rapid prototyping
Interface design
Graphic design
Front-end development
Illustration
Photography
Branding
Analytics

Senior Product Designer, Design lead

Plume • *April 2020 – Present*

In 2020 I joined a small team at Plume in building a trans and non-binary telehealth practice. We spent two years talking to the community, building an affirming patient experience, the brand and scaling the practice to become the world's largest.

Design Lead, Product Designer

ImpactMapper • *April 2018 – April 2020*

ImpactMapper is an all-in-one tool for donors, nonprofits and evaluators to track social impact. Visualize your change, track data trends and share the stories that matter most. My time at ImpactMapper was spent conducting field research, putting together business requirements, building interactive prototypes, visualizing data, working on evaluation projects with users and developing a comprehensive design system.

Design Lead, Product Designer

Chan Zuckerberg Initiative • *Feb 2017 – April 2018*

The Chan Zuckerberg Initiative was launched by Facebook founder and CEO Mark Zuckerberg and Dr. Priscilla Chan, pediatrician and founder of the Primary School. While at CZI, I worked on building the first design team and Chan Zuckerberg Meta, a free artificial intelligence product dedicated to accelerating discoveries by connecting the world's researchers to all scientific knowledge.

Design Lead

Meta (Acq. by Chan Zuckerberg Initiative) • *Feb 2016 – Feb 2017*

Meta is an artificial intelligence company that is transforming how scientific knowledge is experienced and consumed. Meta's mission is to unlock all of the world's scientific and technical insights using artificial intelligence. My role focused on designing functionality, voice and personality of the product and exploring new and innovative ways to visualize and present scientific information.



Designer, Founder

New Media Studio • *Jul 2013 – Present*

In 2006 I founded New Media Studio, a design partner for science & technology companies on a mission. Over the years we've partnered with a variety of organizations like OHSU, University of Toronto, International Centre for Reindeer Husbandry, Medtronic, Toronto Green Community and others in helping them achieve their objectives using design.

Subject Matter Expert, Multimedia Storytelling & Content Marketing

University of Toronto • *Jun 2015 – Oct 2015*

Working with University of Toronto School of Continuing Studies on developing a new certificate course that will unveil the art of brand journalism and multimedia storytelling. The course is geared to marketers, community managers, communications professionals, brand managers and entrepreneurs working in the private, public and not-for-profit sectors. Students will learn about content creation, brand journalism, scriptwriting, video and audio production, photography and data visualization.

Senior Interactive Art Director

Mirum Agency • *Apr 2010 – Jun 2013*

Senior Interactive Art Director

Ogilvy & Mather • *Feb 2008 – Mar 2010*

Interactive Designer

Cossette Communications Group • *Nov 2006 – Feb 2008*

EDUCATION

Leading for Creativity

IDEO U • *2018*

New Media Design, Graduate Certificate

Sheridan College • *2005–2006*

Business and Society – Economics, Political Science, BA

York University • *2002–2005*