

Sheldon Mojica Jr.

Multidisciplinary Designer

UX · Brand · Visual · Digital Experience

sheldonmojica.com
sheldonmojica@gmail.com
(703) 475-7972
Richmond, Virginia

Multidisciplinary designer with 8+ years of experience across UX, brand identity, visual design, digital experiences, web, print, video, and creative strategy. Turns research and complex ideas into clear, useful, visually compelling work, collaborating with clients and cross-functional teams from discovery through delivery.

Experience

Motivf – Senior Experience Designer | Jan 2026 – Present

- Created the GroundTruth brand from discovery through execution, including market research, creative and visual direction, logo design, identity system, and supporting brand assets.
- Led creative strategy and delivery for Geography of Prosperity, guiding a cross-functional team from early concept through digital execution while coordinating creative direction, priorities, and stakeholder feedback.
- Led client-facing discovery and creative direction for Envicom's website modernization, defining audience, positioning, brand storytelling, content priorities, and visual requirements with company leadership.
- Created branded proposal decks, capability materials, and presentations supporting new-business pitches, client conversations, and trade-show initiatives.

Alfa Laval – Freelance Visual Designer | Mar 2026 – Present

- Design large-format trade-show graphics and conference materials, collaborating directly with exhibit-production partners to translate creative into production-ready artwork and resolve scale, print, and execution requirements.
- Provide photography and post-production support for company events and visual communications.

Capital One – Senior UX/UI Designer | Contractor | Sep 2024 – Nov 2024

- Organized and maintained the ExceptionsOne design system in Figma, structuring shared components, patterns, and visual assets to strengthen consistency across the design team.

Clarity Innovations – UX/UI Designer | Apr 2022 – Mar 2024

- Served as primary designer supporting the CMS batCAVE program, developing its internal website along with presentations, social graphics, print materials, and other visual communications.
- Translated complex technical subject matter into clear visual stories while collaborating with program leadership and subject-matter experts across digital and physical formats.

Hamilton Beach Brands Inc. – Digital/Visual Content Specialist | Jul 2019 – Aug 2022

- Concepted, storyboarded, shot, and edited product videos, developing creative concepts and detailed pre-production plans from initial idea through finished content.
- Created brand-aligned work across web, e-commerce, social, video, and visual marketing channels, adapting creative to different formats and audiences.
- Collaborated with production teams on larger commercial shoots, communicating creative intent and helping ensure planned shots, product features, and visual objectives carried through production and edit.

Motivf – UX/UI Designer | May 2017 – Jul 2019

- Designed print and digital communications for FEMA, including capability sheets, white papers, presentations, and web experiences that translated complex emergency-management services into clear, accessible visual stories.

Creative & Technical Skills

Art Direction • Creative Direction • Concept Development • Creative Strategy • Brand Identity • Visual Design • Social & Digital Content • Web Design • Print Design • Storyboarding • Video Production • Photography • Presentation Design • Production Collaboration • Design Systems

Tools – Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro) • Figma • Canva • Google Slides/Docs • WordPress

Education

Radford University – B.S. in Media Studies (Production Technology) & Minor in Graphic Design, 2015

General Assembly – User Experience Design Immersive Program, Washington, D.C., 2017