JULIETA LA VALLE

SENIOR MODEL MAKER · SET DRESSER · ART DIRECTOR
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Professional Summary

Set Dresser and Senior Model Maker with 17+ years of experience across stop-motion features, advertising, music videos, commercial photography, installations, and scale models. Combines hands-on fabrication, composition, and visual storytelling with a practical understanding of how miniature environments function for camera and animation. Led teams of up to 15 artists, mentored junior artists, and managed projects from design to completion.

Core Skills

Set Dressing & Visual Development: In-Camera Composition | Practical Backgrounds & Set Extensions | Asset Continuity & Documentation | Look Development | Art Direction | Color & Texture Matching

Fabrication: Miniature Sets & Props | Sculpture | Molding & Casting | Metalwork & Soldering | Set Carpentry | Painting & Finishing | Soft Goods | Miniature Lighting | Landscape Fabrication | Shop Tools & Machinery

Production & Leadership: Project Planning & Coordination | Research & Sourcing | Resource Planning & Budgeting | Cross-Department Coordination | Team Leadership | Training & Mentorship

Digital Tools: Adobe Photoshop | Adobe Illustrator | Dragonframe | 3D Modeling (Fusion 360) | Vector Design for Laser Cutting & Cutting Plotters | SLA 3D Printing

Languages: Fluent in English and Spanish

Professional Experience

LAIKA Studios – *Wildwood* | Set Dresser | 06/2022 – 12/2025

- Dressed and maintained 15+ main sets across multiple shooting units, including seven large exterior sets averaging a 20' x 20' footprint.
- Built practical backgrounds up to 20’ deep with layered scrims and forced-perspective landscape elements, creating expansive environments in camera.
- Built and dressed motion-controlled landscape assets in coordination with Practical Effects and Rigging.
- Managed dressing and continuity for a hero vehicle and its duplicates across 15 shooting units, tracking assets and documenting configurations to support upcoming shots and prevent delays.
- Adapted set layouts, fabricated extensions, and repurposed existing assets across multiple sets as shooting requirements changed, resolving camera and fabrication needs while keeping setups on schedule.

Senior Model Maker | 10/2021 – 5/2022

- Created look-development study models, props, and texture samples selected by the Production Designer to establish the visual language for key sets.
- Fabricated 30+ props, including 10 hero props, incorporating animatable components where required.
- Developed vector files for laser cutting and plotter fabrication, improving accuracy and speeding production of miniature components and mechanical parts.

ShadowMachine – *Guillermo del Toro's Pinocchio* | **Senior Model Maker** | 10/2020 – 9/2021

- Fabricated 45+ props and soft goods, incorporating metal reinforcement for durability, tie-downs for secure placement, and animatable components as required for on-set performance.
- Fabricated a highly detailed, four-section puppet-scale Alfa Romeo engineered to loop seamlessly during animation, creating the illusion of anextended limousine.
- Built props and soft goods at six times the standard puppet scale for character interaction and close-up shots.

LAIKA Studios – Unreleased Feature Film | Senior Model Maker | 9/2019 – 9/2020

- Fabricated precision miniature props and set elements, testing materials and construction methods to meet the project's stylized design language and withstand repeated production use.

Independent Fabrication Studio | Founder, Lead Fabricator & Set Dresser | Buenos Aires | 2011 – 2019

- Ran a fabrication studio specializing in miniature sets, props, scale models, and custom builds. Projects spanned advertising, film, music videos, photography, and installations, with extensive work in stop-motion productions.
- Developed projects from initial design through fabrication, set dressing, installation, and on-set adjustments.
- Managed projects from initial brief through delivery, including budgets, schedules, and client communication.
- Led teams of up to 15 artists and technicians, assigning work, reviewing quality, overseeing shop equipment and safety, and training and mentoring junior artists.

Can Can Club & TRONCO | Model Maker, Stop-motion Fabricator & Set Dresser | 2008 – 2010

• Fabricated miniature sets, props, and puppets and dressed sets for stop-motion and mixed-media productions, adapting construction and finishing techniques to different scales and visual styles.

Selected Projects

- Universal Television – *Law & Order 20th Anniversary* | Art Director, Lead Model Maker & Set Dresser | Advertising | 2019
- Ziploc – *Clock* | Lead Model Maker & Set Dresser | Advertising | 2019
- Lenovo – *Rube Goldberg Experience* | Lead Model Maker & Set Dresser | Immersive Installation | 2019
- CoverGirl – *Cruelty Free Certified* | Lead Model Maker & Set Dresser | Advertising | 2018
- IKEA – *Recipes for Delicious Kitchens* | Lead Model Maker & Set Dresser | Advertising | 2018
- Fito Páez – *La Ciudad Liberada* | Set Designer, Lead Model Maker & Set Dresser | Music Video | 2018
- Gallo Snacks – *Chocolate Night Fever* | Lead Model Maker & Set Dresser | Advertising | 2015
- Movistar | Art Director, Lead Model Maker & Set Dresser | Billboard Advertising | 2014
- Motorola | Lead Model Maker & Set Dresser | Advertising | 2014
- Panera Bread – *The Flatbread Story* | Lead Model Maker & Set Dresser | Advertising | 2014
- IBM – *Ninjas vs. Superbugs* | Lead Model Maker & Set Dresser | Advertising | 2013
- Nintendo – *Paper Mario: Sticker Star* | Model Maker & Set Dresser | Advertising | 2013
- Dos Caras | Art Director | Live-Action and Stop-Motion Short Film | 2013

Education

Film Art Direction | Universidad del Cine | Buenos Aires, Argentina | 2008
Set Design | Escuela Metropolitana de Arte Dramático | Buenos Aires, Argentina | 2004

Teaching Experience

Model Making Course Instructor | Domestika | 12,000 students, 99% positive reviews | 2019
Art Direction & Model Making Course Instructor | ODD Art School | 2018

Awards & Project Recognition

- *Guillermo del Toro's Pinocchio* | Academy Award for Best Animated Feature | 2023
- Gallo Snacks – *Chocolate Night Fever* | Diente Grand Prix | 2016
- IBM – *Ninjas vs. Superbugs* | Cannes Lions Bronze, One Show Merit & LIA Bronze | 2013
- *Dos Caras* | Best Art Direction, FICU Lanterna Mexico | Art Director | 2013