

# Wicki Valentine

Art Director | Creative Designer | Creative Services

## HELLO

Highly creative and multi-talented Art Director and Creative Designer with extensive experience in web, digital and print design. Passionate and inventive creator of innovative marketing campaigns. Dynamic team player, highly skilled in client and vendor relations, accustomed to deadline-driven environments and working within budgets.

## EXPERIENCE

**Art Director | Creative Designer | Principal** April 2003 ~ Current

*Vicki Valentine Design*

Successfully manage and coordinate graphic design projects from concept to completion. Collaborate with clients to create vision, conceive design and consistently meet deadlines. Coordinate consultants and vendors to meet all requirements. Creative expertise in both print and web: **Branding and Logo Development, Annual Reports, Annual and Endowment Fund Campaigns, Books, eBooks, Brochures, Invitations, Posters, Infographics, Websites, Microsites, Landing Pages, and Email Marketing**; Branding across platforms; Coordination of large complex multi-year projects with numerous contributors; Quality control and maintaining high standards with 100% satisfied customers; Communication with overseas vendors. Manage all operational, financial and administrative functions of design studio.

**Graphic Designer | Creative Results for Web and Print | Part-Time** July 2013 ~ December 2014

*GRID Alternatives*

Designer of print and web projects under direction of the Communications Manager. Successfully translated rough copy into concrete designs under tight deadlines. Provided dynamic designs for their **10 Year Anniversary Celebration** and **Annual Report** for both print and web. Consistently provided creative solutions on numerous projects including **Program Logos, Invitations, Brochures, One-Page Product Descriptions, Posters, Banners, Table Throws, Table Banners, Trade Show Booth Displays, Ads and T-shirt Designs**.

**Graphic Designer, Co-Owner** January 1995 ~ April 2003

*San Francisco Art Department*

Collaborated with creative team to design and produce marketing and collateral materials including **Logo Development, Magazines, Newsletters, Books, Ads, Posters, Signs and Product Packaging** that were consistently recognized as fresh and innovative. Supervised over junior designers in printed materials and managed all consultants and vendors.

## EDUCATION

**Graphic Design** 1985

*California State University, East Bay*

**Visual Development** 1993

*Academy of Art University, San Francisco*

**Life Studies** Ongoing

*Scuola di Duro Bussa*

**Inner Research Institute** Ongoing

*Student and teacher for over 20 years*

## SOFTWARE SKILLS

**Adobe Suite** InDesign, Illustrator, Photoshop, Dreamweaver, Flash and Acrobat.

**Web Development** HTML and CSS. **Miscellaneous** QuarkXpress, PageMaker, Microsoft Word, Excel and Power Point and Project Management.

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