

## profile:

Highly proficient senior designer, art director and skilled creative team leader with a proven ability to produce clean, engaging and visually compelling marketing campaigns. With in-depth and detailed experience with healthcare, education and financial clients.

Extensive design experience across a wide variety of advertising platforms; long document layout of magazines, reports and brochures; logo design; brand standards; infographics; typography; photo manipulation/retouching; photo shoot direction; pre press and on press printing techniques; multimedia presentations; email and website interactive design, video production and more.

Over 20 years of agency experience successfully collaborating with external talent, directing and managing creative art departments, photographers, copywriters, print vendors and developers.

## experience:

### **art director/senior designer** | Dymun + Company – 5/05 - PRESENT

Art direct, design and create marketing campaigns for a full list of agency's clients

Concept and develop visual design materials including, logo design, branding, internal and external communications, print and interactive collateral, tradeshow, presentations and websites

Work closely with clients including *St. Clair Hospital, Dollar Bank, Kennywood Park, California University of Pennsylvania* and many others

Manage and mentor an effective team of graphic designers and interns

Hire and direct external resources including illustrators, photographers, writers and web developers

Create new business presentations and rfp responses

### **art director/designer** | Robert Casey & Associates Ltd.

Creative designer responsible for overseeing and managing all visual design projects including developing the concept, design and production of high-quality marketing pieces, brand development, print collateral, packaging, trade shows and online media for a variety of clients including *PNC Financial Services*

Supervised graphic designers and artists through all phases of the design process from client target objectives to creative concepts, pre press and final press check

Director of vendor services including illustration, photography, writing, printing, media insertion and mailing

Managed and organized daily business such as budgets, bids, quotes and billing

### **production manager** | Joseph Horne Co.

Produced quality home and fashion retail advertisements for a large in-house advertising department

Coordinated the production and design of all print media, which included a large volume of newspaper ads, inserts, direct mail catalogs and in store signage from pencil sketch rough layouts to final press check

Effectively managed the production of time-sensitive advertising including assigning and distributing workload to staff

Responsible for administrative duties related to department personnel including interviewing, hiring, training and performance appraisals

Configured, purchased, installed and maintained the network server including hardware, software and peripherals along with the complete inventory of many other departmental supplies

### **skills:**

Advertising and Marketing  
Art Direction  
Creative Concepts  
Design and Layout  
Digital Photography  
Page Layout and Typography  
Production and Workflow  
Retouching and Color Correction  
Training and Technical Support  
Website Design

### **software:**

Adobe CC Suite  
Acrobat | Dreamweaver  
Illustrator | InDesign  
Photoshop  
Apple Keynote | FinalCut Pro  
Microsoft Word | PowerPoint  
QuarkXPress | Wordpress  
Macintosh | Windows

portfolio: valpetersen.com