



DESIGNER PROFILE

Hello! I am Val.

*A hardworking product and graphic designer
with a passion for creative problem solving.*

EDUCATION

Chapman University 2011 - 2015

Graphic Design Major, Business Minor

Volleyball two-time All American, two-time record holder.

CURRENT EMPLOYMENT

Marketing Graphic Designer at AFTCO, May 2018-Present

Graphic designer for the marketing team, create content for AFTCO (American Fish and Tackle Company) as well as our sister brands, Marshwear, Guy Harvey, and 5Fin. Duties include catalogs, emails, webpage layouts, photography, social media, POP displays, store buildouts, truck, trailer, and boat wraps, and apparel design.

WORK EXPERIENCE

Ecommerce Merchant at Thoughtfully.com, 2016-2017

*Conceptualize, source components, design, price,
photograph, and push to production gift baskets
for Thoughtfully, under Modern Gourmet Foods.*

Deer Valley Ski Instructor, 2017-2018

*Managed difficult personalities, projected a positive and
upbeat attitude, and handled groups of varying abilities.*

Cicerone at Provisions Market, 2015

*Served artisan meats, cheeses, and beers, developed a
palette and understanding of food presentation.*

Intern at Chapman University Athletics, 2015

*Provided design work for the Chapman athletic department
including all social media, calendars, and send-outs.*

Intern at 180LA Ad Agency, Summer 2014

*Assisted the creative group on upcoming ad campaigns
for Adidas, The Grammys, and Expedia.*

Graphic Designer for Odina Swimwear

*Designed catalog and look book for start-up company.
Both Summer 2014 and Summer 2013.*

Artist at Lesal Ceramics Studio, 2012

Sculpted and painted pieces for Lesal ceramics.

TECHNICAL ABILITIES

Adobe After Effects

Adobe DPS

Adobe Edge Animate

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Muse

Adobe Dreamweaver

Microsoft Excel

Microsoft Power Point

Microsoft Word

MARKETING PLATFORMS

Bronto

Listrak

Mailchimp

Shopify

FINE ART ABILITIES

Acrylic & Gauche Painting

Ceramics

Mixed Media & Collaging

Marker, Pen, & Ink Rendering

Photography