Val Beckwith

Design Director • Los Angeles, CA • val.beckwith@gmail.com • 585 590 0705 • valbeckwith.com • LinkedIn

Experience

Relativity Space
Design Lead, 05.2026 — Present

- Designed and launched the visual identity for the Interplanetary Sciences Program, a high-profile, joint deep space research initiative with NASA.
- Spearheaded a creative workflow overhaul that streamlined output for 10+ departments and 2,300 employees by integrating new PM software, updated design platforms, and structured alignment tracks.
- Partnered on the environmental branding for a 50,000 sqft Long Beach headquarters expansion, ensuring site-specific artwork by Shepard Fairey, David Flores, and Refik Anadol was integrated seamlessly.

Five by Five Global
Design Director, 11.2023 — 04.2026

- Designed an atomic UX/UI system for a complex real estate website with advanced search and personalization, regularly presented strategy-heavy creative to VPs and managed a team of web and dev designers.
- Concepted and executed Honey Stinger's "The Fuel Teams Trust" campaign, featuring 40+ pro and college athletes.
- Created and launched the brand identity for Orange County Hotel end to end: a complete system of logos, color, type, and iconography, plus its rollout across web, digital, and collateral.
- Drove monthly company-wide skill building workshops on topics like web compliance and public speaking, then coached the junior creative team to apply those skills on client work.

CrowdStrike
Associate Creative Director, 05.2022 — 11.2023

- Developed digital spots from ideation through post-production, one of which reached 2.3M organic YouTube views, over 500x the channel average.

Amp Agency
Associate Creative Director, 10.2019 — 05.2022

- Served as head designer across Maruchan, Grimmway, Cal-Organic, and SkinMedica simultaneously, while supporting additional accounts (Amway and Coway).
- Managed and mentored 8 creatives across design, art direction, photography, video editing, and copy, developing in-house and freelance talent through regular feedback, creative reviews, and hands-on direction.
- Owned all creative output for Maruchan across social, video production, digital ads, and broadcast, including 12-15 bespoke in-feed assets per month and multiple in-feed campaigns each year.
- Launched a new Maruchan rice product line by driving cross-agency ideation, art directing the photography, and handling all retouching and post-production in-house.
- Directed on-location shoots for Grimmway and Cal-Organic, overseeing several photographers and drone operators.

PXL
Sr. Art Director, 10.2018 — 10.2019

- Designed and launched scalable UX/UI systems for the official Paramount Movies and DreamWorks Animation websites.
- Concepted and executed an interactive trivia microsite to drive buzz for Paramount's *Bumblebee* (2018).

Nice & Company
Sr. Art Director, 04.2014 — 10.2018

- Contributed to 10+ broadcast spots across 4 clients (Jelly Belly, Sunsweet, Crystal Geyser, and Allegiant Airlines) through ideation and on-set direction, then led post-production for digital ads, OOH, and social.
- Owned the North American packaging redesign for Crystal Geyser, which included both cases and individual bottles.
- Heavily supported the 4th Edition launch of Jelly Belly's BeanBoozled, a pop culture phenomenon, through broadcast, mobile interstitials, OOH, and packaging assets.
- Partnered on new business pitches, including the winning pitch for Allegiant Airlines, a national media and creative account.

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Skills

Creative
Brand and Identity, 360 Campaigns, Social Media, UX/UI, Broadcast, Packaging, Print and Digital Design, Environmental Design

Management
Creative Workflows, Skill Building Workshops, Mentorship, Project Management, On-Set Direction, Brand Governance

Design Software
Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Capture One, Miro

Other Software
AI Tools (Midjourney, Claude, Firefly), PM Tools (Asana, Monday, Jira), Microsoft Office, Google Workspace, Keynote

Interpersonal
Client Relations, Executive Presentations, Stakeholder Management, Cross-Functional Collaboration

Education

Arizona State University
Bachelor of Science in Design, Concentration in Architecture