

## Val Beckwith

Hardworking, energetic and passionate Associate Creative Director with extensive experience in digital and traditional advertising. Exceptional multi-tasking skills and accustomed to detail-oriented and deadline-driven environments.

### Skills

#### Creative

Brand & Identity  
Broadcast  
Video & Photography Direction  
Web Design  
Social Media  
Package Design  
Print & Digital Design  
Retouching

#### Management

Project Management  
Process & Structuring Systems  
Mentoring

#### Design Software

Adobe XD  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Figma

#### Other Software

Microsoft Office  
Google Suite  
Keynote  
Miro

### Education

Arizona State University  
Bachelor's of Science in Design  
Concentration in Architecture

### Contact

val.beckwith@gmail.com  
valbeckwith.com  
585.590.0705

### Experience

#### CrowdStrike

*Associate Creative Director, 05.2022 — Present*

Lead designer on CrowdStrike's dotcom rebuild, created and maintained new process and structuring systems, concepted and executed broadcast and shepherded a new brand identity.

Client: CrowdStrike

#### Amp Agency

*Associate Creative Director, 10.2019 — 05.2022*

Lead director and designer across four accounts simultaneously while supporting two others. Responsible for creative direction and execution on 360 campaigns, social media, websites, video production and broadcast. Oversaw and mentored a team of six creatives.

Clients: Maruchan, Grimmway Farms, Cal-Organic, Allergan/SkinMedica, Amway and Coway

#### PXL

*Sr. Art Director, 10.2018 — 10.2019*

Responsible for concepting and designing websites, microsites, social media campaigns, apps and new business pitches.

Clients: DreamWorks Animation, 20th Century Fox and Paramount Pictures

#### Nice & Company

*Sr. Art Director, 04.2014 — 10.2018*

Concepted and executed creative from pitch phase to final delivery. Output included brand identity, websites, broadcast, social media, presentation design, print and digital ads.

Clients: Jelly Belly, Sunsweet, Crystal Geyser, Pop Secret and Allegiant

#### FSSM

*Lead Visual Designer, 02.2012 — 04.2014*

Environmental design and guerrilla marketing. Responsible for the design and execution of trade show creative, company vehicle wraps, braille/tactile and wayfinding signage.

Clients: Zynga, YMCA, LinkedIn, Genentech and Seton Medical