

# Val Beckwith

Energetic and passionate designer with extensive experience in digital and traditional advertising. Exceptional attention to detail and thrives in fast-paced environments with tight timelines. Accustomed to heavy multi-tasking and seasoned at managing teams.

## Skills

### Creative

Brand & Identity  
Social Media  
Web Design  
Broadcast  
On-Set Direction  
Package Design  
Print/Digital Design  
Retouching

### Management

Creative Process Systems  
Skill Building Workshops  
Mentoring

### Design Software

Figma  
Adobe XD  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign

### Other Software

Microsoft Office  
Google Workspace  
Keynote  
Miro

## Education

Arizona State University  
Bachelor of Science in Design  
Concentration in Architecture

## Contact

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## Experience

### Five by Five Global

*Design Director, 11.2023 — Present*

- Designed UX/UI systems at a modular component level for a complex real estate website that included advanced interactions. Presented to VPs regularly and oversaw a team of web and dev designers.
- Created brand identities for Orange County Hotel and SportSpired Games.
- Concepted and executed brand campaigns for Honey Stinger.
- Ideation, on-set direction and complex post-production retouching for Stanbridge University's 2024 OOH and digital ad campaign.
- Responsible for mentorship of the junior team and skill building workshops.

Clients: Honey Stinger, Irvine Company, Orange County Hotel, Stanbridge University

### CrowdStrike

*Associate Creative Director, 05.2022 — 11.2023*

- Ideation, direction and post-production involvement on digital spots, one of which garnered 2.2m views organically on YouTube alone.

### Amp Agency

*Associate Creative Director, 10.2019 — 05.2022*

- Lead director and designer across four accounts simultaneously while supporting others. Oversaw and mentored a team of seven creatives.
- Full-service creative output for Maruchan included social, packaging, video production, 360 campaigns, digital ads and broadcast. Oversaw cross-time-zone production timelines to support a cohesive creative rollout.
- On-set direction for Grimmway Farms and Cal-Organic that included oversight of several photographers and drone operators.

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

### PXL

*Sr. Art Director, 10.2018 — 10.2019*

- Designed UX/UI for DreamWorks Animation and Paramount Movies websites.
- Concepted and executed a trivia app to support Paramount's digital release of Bumblebee (2018).

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

### Nice & Company

*Sr. Art Director, 04.2014 — 10.2018*

- Heavy involvement in new business pitches. One win included Allegiant Airlines.
- Ideation, on-set direction and post-production involvement of annual broadcast spots for Jelly Belly, Sunsweet, Crystal Geyser and Allegiant Airlines.
- Packaging design for Crystal Geyser that included cases and individual bottles.
- Ran social media creative for Sunsweet and Crystal Geyser.

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