

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.
- Conceived 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.
- Conceived 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