

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 Workflows
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 Geysers and Allegiant Airlines.
- Packaging design for Crystal Geysers that included cases and individual bottles.
- Ran social media creative for Sunsweet and Crystal Geysers.

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