

# Val Beckwith

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## Experience

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### Five by Five Global

*Design Director, 11.2023 — Present*

- Designed UX/UI systems at an atomic level for a complex real estate website that included advanced interactions. Presented intricate and strategy heavy creative to VPs regularly and oversaw a team of web and dev designers.
- Launched the brand identities of Orange County Hotel and SportSpired Games with cohesive and extensive toolkits.
- Concepted and executed brand campaigns for Honey Stinger that engaged pro and college athletes.
- On-set direction and complex post-production retouching for Stanbridge University's 2024 OOH and digital campaign.
- Drove company-wide skill building workshops, fostered an environment for innovation and mentored the junior creative team.

### CrowdStrike

*Associate Creative Director, 05.2022 — 11.2023*

- Ideation, direction and post-production involvement on digital spots, one of which garnered 2.3m views organically on YouTube alone.

### Amp Agency

*Associate Creative Director, 10.2019 — 05.2022*

- Head designer across Maruchan, Grimmway, Cal-Organic and SkinMedica simultaneously while supporting other accounts.
- Oversaw and mentored a team of seven creatives and consistently developed in-house and freelance talent.
- Lead social, video production, campaigns, digital ads and broadcast for Maruchan with constant trend awareness.
- Launched new product lines for Maruchan with cross-agency ideation and in-house photography, retouching and production.
- On-set direction for Grimmway and Cal-Organic that included oversight of several photographers and drone operators.

### PXL

*Sr. Art Director, 10.2018 — 10.2019*

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

### Nice & Company

*Sr. Art Director, 04.2014 — 10.2018*

- Deep 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.
- Lead packaging design for Crystal Geyser that included cases and individual bottles.
- Heavily supported Jelly Belly's BeanBoozled product launch with broadcast, mobile interstitials, OOH and packaging assets.

## Skills

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**Creative:** Brand & Identity, 360 Campaigns, Social Media, Web, Broadcast, Packaging, Print/Digital Design, On-Set Direction

**Management:** Creative Workflows, Skill Building Workshops, Mentorship and Talent Development, Project Management

**Design Software:** Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Miro

**Other Software:** Microsoft Office, Google Workspace, Keynote, MidJourney, Claude

**Interpersonal:** Client Relations, Presenting, Cross-Functional Collaboration, Leadership and Motivation

## Education

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### Arizona State University

Bachelor of Science in Design, Concentration in Architecture