



VALENCIA WILLIAMS-WHITE

Art Director & Graphic Designer

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PERSONAL STATEMENT:

I am a creative professional with experience in Design, Art Direction and Photography working in the marketing & e-commerce retail cosmetics industry. I am also proficient in working with various departments such as sales and marketing which contributes to my analytical experience in developing communications.

EXPERIENCE:

*JAFRA Cosmetics
Creative Manager
03/2021 - 01/2023*

- Developed Art Direction and communication pieces for all marketing initiatives and launches on a monthly basis.
- Participated in Creative briefings, and partnered closely with Marketing to understand and also present campaign needs to support overall brand strategy and activation.
- Developed compelling creative storytelling pieces across multiple channels.
- Partnered with agencies and contractors to supervise all outside services as needed which included copywriting, translation and photography.
- Maintained a project management system in order to keep track of all deliverables and ensure timely completion of all projects.

*Creative Lead & Designer
03/2018 - 03/2021*

- Lead a team to design engaging marketing deliverables for monthly marketing product promotions, email communications and other deliverables to support the marketing and brand needs.
- Worked with creative personnel to create compelling design pieces that drove consumer brand engagement and sales as well as transformed raw copy into dynamic and visually alluring branded messaging that spoke to the intended audience and encouraged interaction.
- Based on Creative Direction from Marketing initiatives, developed monthly photography assets with contractors to keep the brand assets updated and fresh.
- Worked with social media department to develop marketing initiatives into digital pieces to align with and promote monthly launches which included, landing pages, email campaigns and social media posts

*JAFRA Cosmetics Int.
Graphic Designer
08/2014 - 03/2018*

- Developed monthly brochures, catalogs and marketing promotional based on seasonal marketing initiatives and new product launches.
- Created web communications such as email campaigns, web assets and social media imagery related to new launches and marketing initiatives.
- Reviewed and implemented all brand guidelines provided by Worldwide Marketing to materials to maintain consistency.

*Sexy Hair Concepts
Freelance Designer
04/2014 - 05/2014*

- Developed and implemented designs to existing and new product packaging.
- Created business collateral including sell sheets, catalogs, brochures, posters, advertisements, and web assets.
- Prepared and produced web imagery for use by various retailers.

*ORLY International
Graphic Designer
08/2013 - 03/2014*

- Developed concepts and strategies for new product development and packaging
- Created and maintained sales collateral including product packaging, sell sheets, catalogs, brochures, trade show materials, posters, advertisements, e-blasts and web assets.
- Shot photography, art directed seasonal photo shoots & retouched imagery.
- Maintained a project management system and provided status and follow-up.

*Sonny Boy Studios
Graphic Designer
10/2011 - 08/2013*

- Designed advertising and business collateral for beauty clients.
- Created and implemented branding strategies for new products and marketing materials.
- Designed Packaging and POP Displays for promotional and distribution purposes.
- Managed and designed advertisements and packaging for clients in the UK.
- Designed products with the use of style guides for licensing merchandise.
- Retouched photography for use and presentation materials.

EDUCATION:

*Academy of Art University
San Francisco*

MA in Graphic Design

*Art Institute of Orange
County Santa Ana*

BS in Graphic Design

SKILLS:

Adobe Creative Suite

Typography

Advertising & Branding

Packaging

POP Displays

Publication Design & Layout

*Product Photography
& Styling*

Photo Retouching

Art Direction

Email Communications

Landing Pages & Web Assets

Social Media Assets