



CONTACT | URLS



NY, NY 10040



(646) 634-8400



vat2101@caa.columbia.edu



valtaylor.wix.com/portfolio/work
www.linkedin.com/in/valerietaylor



CAREER

Present

Freelance Digital and Production Designer
Various

Mar. '07 – Intermittently
NY, NY

Worked for various marketing, design, and production studios to create design solutions with high visual impact. Designs for a huge variety of products and activities, such as advertising, posters, exhibitions, displays, OOH, banners, buttons, websites, mobile and identity. Companies: Cadient; Havas; VectorMax; Digitas; Hill Holiday; Geometry Global | Ogilvy | G2-Grey Direct and Digital; Columbia UP; Xtec Media; Unit 7; Company C; Chinnici; Craft | McCann; R/GA.

2016

Graphic Design Manager
Hughes, Hubbard & Reed LLP

Oct. '11 – May '16
NY, NY

Responsible for executing strategic vision and direction set by the creative services department leadership team as well as supporting brand management and brand guidelines, production of weekly and quarterly online and weekly html email newsletters, zmag, announcements, video online, ads, books, marketing collateral, pitch materials and presentations. Liaison with technology and vendors to produce and maintain internal/external websites. Photoshoots and beauty retouching. Mentored junior staff members and freelancers.

2011

Communication's Coordinator (part-time 2nd job)
Fort Washington Collegiate Church

Sept. '11 – May '14
NY, NY

On a part-time and primarily remote basis, writing and editing press releases, website content, printed materials, awards and necessary communications.

2007

Creative Services Senior Production Artist
Digitas

Mar. '07 – Oct. '11
NY, NY

Team lead in design and production of graphic collateral and packaging such as direct mail packages, POS, billboards, corresponding with TV campaigns. AmX publication ads and DM packages for Platinum. Pfizer and Chantix DM and web/digital components. Mentor of Jr. Designers and freelancers. Pitch materials. Experienced in Pre-flight, layout and design.
Accounts: Comcast, Pfizer, Chantix, American Express, Jet Blue and Delta

2001

Studio Senior Graphic Designer
Wunderman | Young & Rubicam | Impiric

Jan. '01 – Jan. '07
NY, NY

Responsible for project management in design studio, team lead and Multi-account point person for several clients. New Business Presentations Comp and Poster work. Direct mail, retouching

and POS displays. Design and Production. Digital and Print. Strong technical skills, artistic and conceptual abilities and understanding of Creative Suite.

Accounts: Hewlett Packard-hpshopping.com, IBM, Citibank, Philip Morris, Zyrtec, Vanguard, ARMY, MetLife

1996

Preflight Technician | 4-Color Scanner Operator | Retoucher

Mar. '96 – Jan. '01

Cox Target Media, Inc. | Val-Pak

Largo, FL

Mac/PC cross-platform. Howtek and drum scanning. Heidelberg Topaz flatbed and copy dot scanners. Color correction and creative retouching, stock photography books, art administration and reference catalogues. Pre-flight and pre-press all types of print files. HR/Training & Development. Library and classes for new hires. PowerPoint, MS office and Access database. Managed large art and image databases.



EDUCATION

Adjunct Professor (part-time 2nd job)

Sept. '14 – Present

The New School | Parson's, Baruch, CUNY, and NYU SPS

NY, NY

On a part-time and primarily remote basis, using effective oral, written, and interpersonal communication skills to lead lectures and interactive labs teaching Adobe Photoshop, Illustrator, InDesign, Typography, Color Theory, Design, After Effects, Web Dev/Design and HTML5/CSS3.

Platforms: Canvas, BlackBoard, Sakai and Moodle.

Kent State University

Columbia University

M.S Information Architecture & Knowledge

in the City of New York

Management | User Experience Design, Dec.'17

B.A. English Literature May '07 | Dean's List

Professional Development

NY Code + Design Academy

Noble Desktop Adobe Training Center

NY, NY

NY, NY

UX/UI Design July '15

Digital Publishing Cert. Mar. '15

Web Design Cert. Dec. '13

Web Development Cert. Dec. '13



TOOLBOX

HTML5 /CSS3

InDesign

After Effects

Web Design

Photoshop

Public Relations

Illustration

Illustrator

Direct Mail

Art Direction

Acrobat Pro

Creative Strategy

Marketing

Creative Direction

Digital Marketing

MS Office

Dreamweaver

Project Management

Mac OS & PC

Flash

Team Management

Animated GIF's

Maya Animation

Print Production

Web Development

HTML email

Zmag Digital Publications

Interaction Design

Information Architecture

Brand Management

Software Instruction

Typography

Seasoned Sand Box Skills

Digital Workflow

Video

Web Content Management

Canvas

BlackBoard

Moodle

Content Strategy

User Research

Remote & Onsite Usability Testing

Sketch

TreeJack

Card Sorting

User Testing

Knowledge Organization

User Interface Design

Packaging

Creative Strategy

Prototyping