

Valerie E. Cox

DESIGNER and ART DIRECTOR

graphic

print

media

UI/UX

visual

web

[Resume](#)

[Portfolio](#)

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Designs for today, tomorrow, and beyond.



SUMMARY

Award-winning graphic/visual designer and art director with more than 10 years creative design, direction, photography, and multimedia experience in both print and digital/web mediums. Strengths include art direction, brand building, corporate identity, conceptualization and development, fostering team collaboration, and project management. Experienced with creating and developing innovative visual designs that include advertisements, annual reports, brochures, catalogs, data sheets, direct mail, multimedia, presentations, reports, signage, tradeshow visuals, web design, and other visual mediums that serve to develop and deliver effective communications and help accomplish business development goals.

conceptual	a multi-tasker
creative	objective
a strategic and innovative thinker	organized
customer focused	a problem solver
a brand steward	technically savvy
collaborative	a self-starter
self-motivated	deadline-oriented
communicative	an effective project manager
budget-conscious	

CORE COMPETENCIES

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eXalt Solutions, Inc., Cambridge, MA
UI and Visual Designer,
April 2012 to present

Provide user-interface and visual design for an Internet applications company that provides web solutions to Fortune 100 companies. From initial conceptualization to delivery, my responsibilities include developing eXalt's brand identity, marketing collateral, presentation materials, web graphics, as well as designing the Internet applications that are pushed out to client sites. I am also responsible for creating new and rewriting/recoding preexisting CSS and XML files with the goal of minimizing application processing times and thereby increasing clients' potential sales volume and revenue.

EXPERIENCE

Freelance Visual Design
December 2009 to present

- Develop print, web, and multimedia creative solutions including advertising, annual reports, branding systems, brochures, catalogs, conference and event collateral, data sheets, direct mail, newsletters, multimedia presentations, photography, photo editing, signage, website design, and web advertising.
- Fulfill contract needs with agencies such as The Creative Group and Professional Staffing Group.

Adobe Systems Inc., San Jose, CA
Volunteer Beta Tester and Creative Suite Ambassador,
January 2010 to May 2012

- Beta test Adobe's software in development and provide feedback on software's stability, user-friendliness, effectiveness, and the like. Test the software in multiple computer scenarios across multiple platforms and provide bug reports when needed. Give user experience feedback.

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EXPERIENCE *(Continued)*

American Student Assistance, Boston, MA, Creative Services Specialist/Art Director/LSRT Director, February 2003 to December 2009

- Managed marketing projects, as well as conceptualized, created, and delivered marketing collateral for brochures, advertisements, direct mail, conference materials, exhibition materials, signage, annual reports, corporate identification and branding, Web design, e-mail campaigns, and illustrations on time and within budget. Project types ranged from print and online collateral, multimedia, photography, and audio/video.
- Responsibilities also included performing a wide-range of photography services, actively working with print brokers, art stock houses, maintaining vendor relations, and in-house media library.
- In addition to the design/art direction responsibilities, I acted as the company's Life Safety Response Team Director. As such, I managed a team of 75 volunteers responsible for assisting company associates in the event of evacuation and/or medical emergencies. I coordinated team responsibilities and communication with and between building management and senior management. I also hired and trained team members, reviewed current policies and procedures, ensured all floors maintained proper coverage, preformed incident follow-up, completed incident reports, lead team and company-wide meetings related to policy, procedures, or changes, and provided training to all employees on evacuation procedures and arranged for First Responder training for all team members.

Arthur Andersen LLP, Boston, MA, Graphic Designer, November 1996 to June 2002

- Conceptualize, design and creation of brochures, ads, posters, banners, proposals, presentations, and various other materials.
- Ensured firm compliance with the company's branding and co-branding strategies and guidelines.
- Produced original illustration and photography for use in various proposal, presentation and marketing materials.
- Provided in-house training on use of software, hardware and peripherals and provided troubleshooting expertise on company software, hardware and peripherals.
- Researched needs and made recommendations regarding the purchase of software, hardware, systems and peripherals.

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Adobe CS2 – CS5.5
suites:

Acrobat
After Effects
Audition
Bridge
Dreamweaver
Flash
Illustrator
ImageReady
InDesign
Lightroom
PageMaker
Photoshop
Premiere

Corel Painter
FileZilla
FotoFusion
Macromedia Director
Microsoft Office
Suites
Microsoft Project
Quark Express
Sound Forge XP
Suitcase Fusion 3

Visio
NoteTab
CSS
HTML / XML
JavaScript
Web Browsers:
Firefox
Google Chrome
Internet Explorer
Opera
Safari

SOFTWARE (MAC AND PC)

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Harvard University, Cambridge, Massachusetts

Master of Liberal Arts in Extension Studies, Concentration in Visual Arts
Expected graduation in 2014

University of Massachusetts Lowell, Lowell, Massachusetts

Bachelor of Science in Information Systems
Certificates in Multimedia and Graphic Design & Digital Imaging

Education Honors

Graduated *summa cum laude*
Alpha Sigma Lambda/National Honor Society
Dean's List for Academic Excellence
Who's Who Among American College Students

EDUCATION

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BRAND IDENTITY



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HOME	4	0	1	K	P	L	A	N
TEAM	B	E	N	E	F	I	T	S

BENEFITS BROCHURE



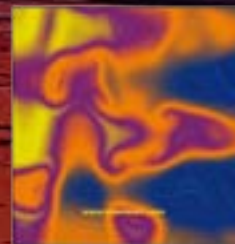
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PRODUCT BROCHURE

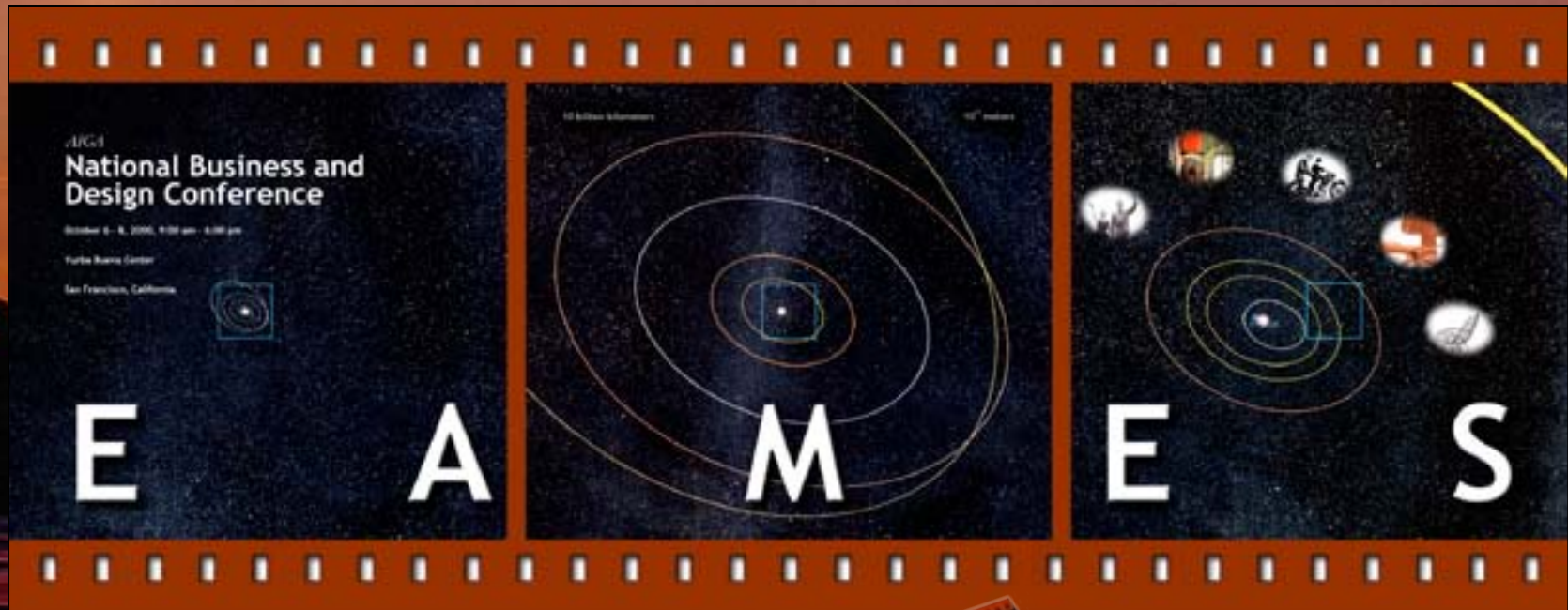


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EXHIBITION SIGNAGE & COLLATERAL

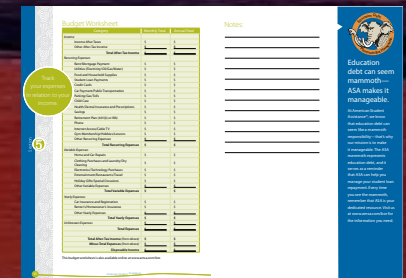
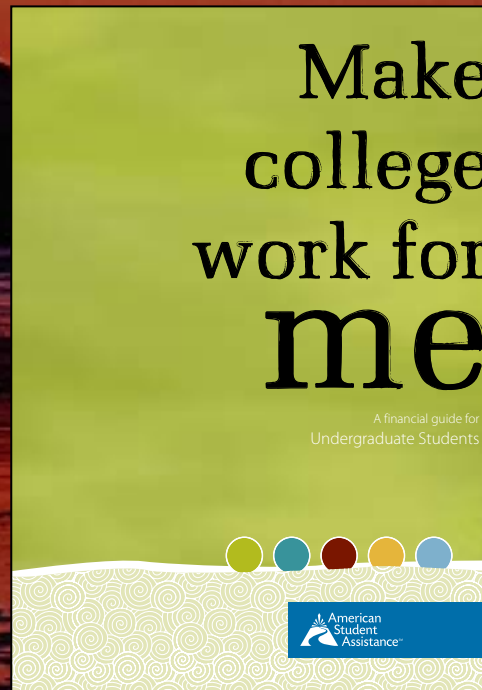
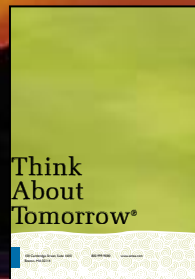
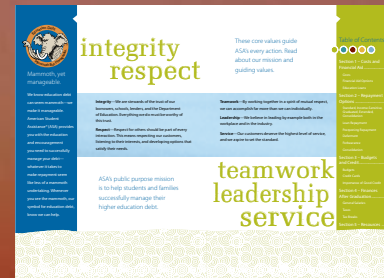
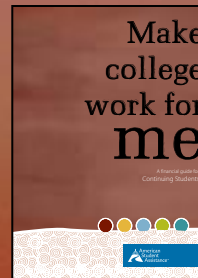
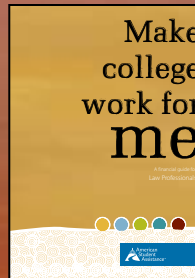
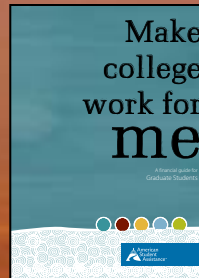
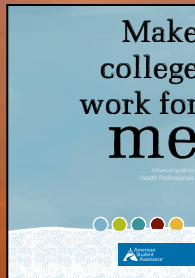


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SERVICE BROCHURE SERIES

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PUBLIC SERVICE CAMPAIGN

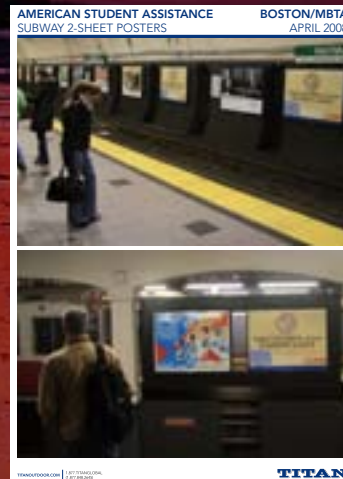


TAKE CONTROL of your STUDENT LOANS

April is National Financial Literacy Month and American Student Assistance® knows student loans can seem like a mammoth responsibility. We provide the tools and unbiased support you need to successfully manage your mammoth.

How financially literate are you? Find out now by logging on to www.amsa.com/harvard. You'll receive a \$10 iTunes® gift card just for participating.

The first 500 participants who complete the quiz and register on www.amsa.com/financialliteracy will each receive an iTunes® gift card with a value of \$10. The sweepstakes will run from April 1, 2008, and end April 30, 2008 or until the prizes have been awarded, whichever comes first. See www.amsa.com/financialliteracy for official rules. No purchase necessary to win a prize.

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Guide to Vendor Contracts

Corporate Counsel Department
March 2007



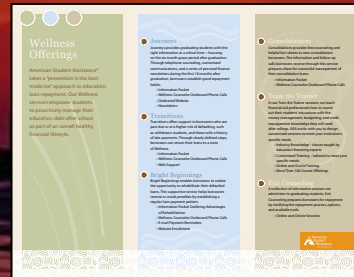
DIVISION MANUAL

Valerie E. Cox

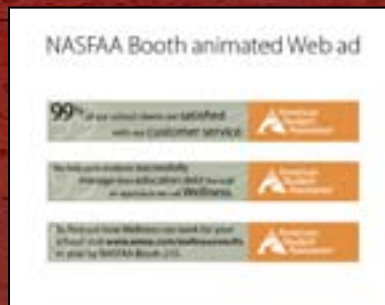
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EXHIBITION BOOTH & COLLATERAL



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ART DIRECTION

Photos by Lou Jones @ www.fotojones.com



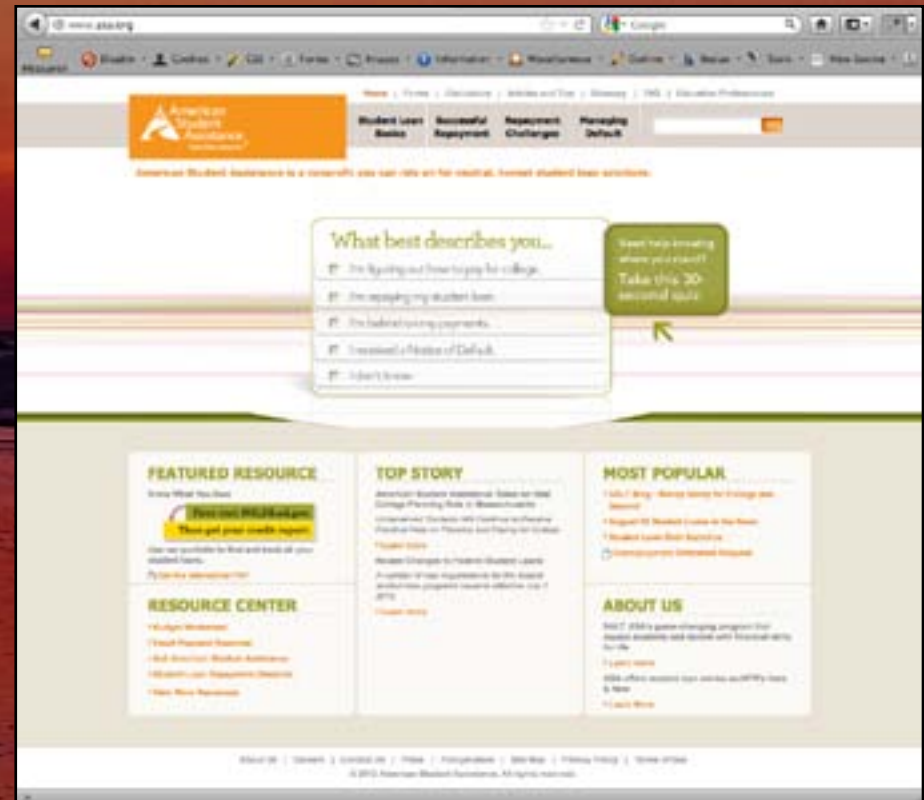
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WEB DESIGN



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WEB DESIGN & DEVELOPMENT



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AUGUST 2012

Registered for classes for the fall. Ironically, all my classes next semester are scheduled to be held on Saturdays.

New web pages launched on [veccreative.com](#) .

New photos posted to NAPP ([photoshouser.com](#)).

JULY 2012

Attending Marblehead Festival of Arts early July.

Lightroom 4 upgrade.

New photos posted to NAPP ([photoshouser.com](#)).

JUNE 2012

Adobe Lightroom 4 Seminar

Photoshop CS6 beta testing program officially concludes.

Salem Art Program hiatus begins.

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By Phone

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By E-mail

vcox@veccreative.com

Social Media

Linkedin: www.linkedin.com/in/valeriecox

NAPP: <http://members.photoshopuser.com/valeriecox/profile/>

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