



William Valencia

Creative Director / Art Director

Contact info.

william@williamvalencia.com | phn: 323-243-6625

Portfolio: [williamvalencia.myportfolio.com](http://williamvalencia.myportfolio.com)

## SUMMARY

Creative professional with a diverse background in art directing print, television, web, identity, P.O.P., collateral, and direct mail. A results driven art director with a deep understanding of branding, marketing and strategic thinking. Experienced in various marketing categories and brands. Dedicated to creating compelling work with a proven ability to lead, take initiative and adapt to changing priorities.

## QUALIFICATIONS

- Broad-based knowledge from over 20 years of successful experience as an art director for large national brands.
- Strong conceptual skills; able to translate smart, strategic ideas into effective creative.
- Television and video experience from concept through all phases of production.
- Strong print production skills: turning ideas into award-winning pieces of communication.
- Complete command of Adobe CC software ( InDesign, Illustrator, Photoshop, Lightroom and more).
- Knowledge of HTML and CSS and current web standards, trends and technology.
- Exceptional interpersonal, client service and liaison skills.
- A team player with the ability to meet deadlines and work well under pressure.
- Bi-lingual (Spanish).

## SKILLS

|                     |               |
|---------------------|---------------|
| Creative Direction  | ● ● ● ● ● ● ○ |
| Art Direction       | ● ● ● ● ● ● ● |
| Concept Development | ● ● ● ● ● ● ○ |
| Creative Strategy   | ● ● ● ● ● ○ ○ |
| Branding & Identity | ● ● ● ● ● ○ ○ |
| Leadership          | ● ● ● ● ● ○ ○ |
| Adobe Software      | ● ● ● ● ● ● ○ |
| HTML & CSS          | ● ● ● ● ○ ○ ○ |

## EXPERIENCE

### ResMed – Senior Creative Manager 2012 - present

I currently manage the creative output for ResMed, a health technologies manufacturer. Our creative staff supports the external sales team and develops marketing materials for product launches, existing products and services, patient outreach materials as well as internal communications. I also oversee creative services with our external agencies, production houses and freelancers. Since March 2014, I have been serving as the Global Brand Creative Director. I collaborate with global teams to develop the brand guidelines and ensure brand consistency throughout the organization.

### Freelance – Creative Director 2009 - 2012

Working with select clients on web and print advertising, collateral and POP. Bringing to clients my experience and an eye for good marketing ideas. Then finding ways to execute the most effective campaigns within their budgets and timelines.

### Aquent – Creative Director 2006 - 2009

Managed a team of talented creatives who provided online marketing materials to DIRECTV dealers nationwide. This team was instrumental in launching a new delivery system of marketing assets to all 20K dealers. The success of the project not only saved the client money, but it more importantly provided consistent branding throughout their dealer network.

### Duncan & Associates – Senior Art Director 2004 - 2006

Duties included the development of concepts and execution of advertising for television, print and web. Responsible for delegating work to and overseeing in-house designers. Clients included Albertsons and Savon Pharmacy.

### Dailey Advertising – Senior Art Director 1995 - 2004

Responsible for conceptual development and executing advertising for television, print, P.O.P. and collateral materials. Managed the creative executions of brands like American Honda Motorcycles, Conoco Phillips, Safeway, Vons, Nestle, Weyerhaeuser and El Pollo Loco.

## EDUCATION

**Art Center College of Design**, Pasadena, CA – Bachelor of Fine Arts Degree in Advertising Design

## AWARDS AND COMMENDATIONS

- Los Angeles Belding Award – Television Merit
- Los Angeles Addy Awards 2008, 2009, 2010
- P.I.A. Benny Award
- POPAL “Best of Show”
- Board Member – Los Angeles Creative Club