Contact

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✉ contact@valmedia.net

Valerie Blackburn

Graphic and UIUX Designer, Web Designer and Developer

Designer and developer experienced in producing engaging online content and developing the best design solutions consistently utilizing art, technology and industry standards, with the ability to manage multiple projects successfully.

Employment - Other

Imperial Dining & Catering - OKC, OK
Food Service, (full-time)
August 2022 - February 2023

Starbucks - Oklahoma City, OK
Barista, (seasonal)
November 2021 - January 2022

Walmart Supercenter - Guthrie, OK
Online Shopper, (full-time)
January - May 2021

U.S. Census - Warr Acres, OK
Enumerator, (temporary)
August - September 2020

The Home Depot - Edmond, OK
Merchandising Associate, (full-time)
March 2020 - July 2020

Education

Oklahoma State University
Stillwater, OK
B.S. in Marketing, Minor in Finance

Continuing Education - Web Design and Development
Tulsa, OK - OKC, OK - Guthrie, OK - Remote

Certifications - Certified in 'API Design and Fundamentals on Apigee', Google Cloud Skills Boost, 'Google Analytics for Power Users,' Google Foundations in User Experience (UX) Design,' 'Front End Web UI Frameworks and Tools: Bootstrap 4,' 'SEO for Beginners' with Yoast Academy for WordPress, 'How to build a Word Press Theme,' Fit to Learn: IT Design Thinking, ' MyInner Genius, IBM Skills Build Data Analyst Project Manager Cybersecurity Professional Linux System Administrator Customer Engagement Specialist. Courses - OKC Coders 'React-GraphQL-Redwood.js.' 'Front-End Web UI Frameworks and Tools: Bootstrap 4.' Tutorials in Angular.js, Azure, Balsamiq, inVision, Sketch and Visio.

Employment - Professional

eMedia Designer II, (full-time) | Sept. - Nov. 2018
Global People Center, Walmart US Stores | Bentonville, AR

• Handled the development of digital and physical training material using multiple techniques (graphic design, videography, e-learning systems) for more complex projects (scope, size, technology).
• Creation of instructional design materials.

Apple Pro, (full-time) | Dec. 2018- May 2019
SimplyMac, Gamestop - Rogers, AR

• Sold a variety of Apple products in a retail store. Expert at finding the customer the best solution.
• Helped customers with minor device issues, such as installing an iOS update or performing a restore.
• Maintained all required service certifications as required by Apple.
• Delivered on Apple Service Metrics (PSP, CSAT, ACSE).

Oklahoma State University Institute of Technology
Okmulgee, OK
A.S. Graphic Design

Skills

Adobe InDesign
Adobe Illustrator
Adobe Photoshop

CSS,
HTML,
xHtml,
WordPress

| with knowledge in |
Angular.js, Auto CAD, Azure, Balsamiq, C#, github, GraphQL, Hootsuite, inVision, JavaScript, JQuery, MySQL, PHP, React.js, Redwood.js, SQL, Sketch, Visio and Visual Studio

Language

English	Fluent
French	Intermediate
Greek	Beginner

Professional

OKC Wordpress Users Group
SheCodesOKC Lightning Talk Speaker
Wordcamp Volunteer
OSU Alumni Association

Employment - Contract

Valmedia, Sole Proprieter
October 2009 - Present

• Design and redesign of logos and promotional materials for business clients.
• Design and development of websites and applications that are responsive for business clients.
• Organic marketing
• Advanced SEO

Employment - Professional

Adjunct Instructor | Aug. - Dec. 2016
Design Foundations I (Fall semester)
University of Central Oklahoma -
Edmond, OK

• Provided a quality learning experience for students during the Fall semester.
• Taught the fundamentals of drawing and ink to incoming freshman students.
• Reported to dean of the art department and performed instruction related responsibilities in a timely manner and in accordance with the mission, policies and procedures of UCO.

Online Programming Specialist I
July- Oct. 2013
OESD, LLC | Edmond, OK

• Creation of marketing, graphics, and copy for the eCommerce Center.
• Prepare weekly, monthly newsletters and other collateral as assigned, including email marketing using Constant Contact and HTML email design.
• Maintain social media blogs, Twitter, Facebook, etc. with regular promotional updates using HootSuite.
• Development and creation of on line magazine advertising.
• Redesign of blog, retail eCommerce website and internal Intranet site with CMS, wireframes, rapid prototyping and hand coding.
• Creation of HTML landing pages for specific promotions.

UIUX Designer | Oct. 2013 - May 2015
Paycom, Inc. | Oklahoma City, OK

• Collaborated with developers, product managers, marketing and upper management to help define the user experience redesign of the main product application allowing the company to go public.
• Conducted in-depth testing of application with Quality Assurance department on different browsers, devices and environments, primarily testing for style consistency as a U I UX designer.
• Developed and maintained detailed user interface specifications and design patterns with WordPress documentation, a live prototype, word document and pdf for other departments.
• Trained new employees and interns on style guidelines, navigating the live Employee Self-Service and client side applications while giving verbal, visual and written instructions.
• Development training in HTML, CSS, MySQL and PHP.

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Adobe Illustrator
Adobe Photoshop

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