Contact

Phone: 405.501.3626

https://www.valmedia.net

contact@valmedia.net

Valerie Blackburn

Graphic and UIUX Designer, Web Designer and Developer

Results-driven designer, 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 - Present

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

Employment - Professional

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

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

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

- Sold the latest and greatest Apple products. 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 outlined by Apple.
- Delivered on Apple Service Metrics (PSP, CSAT, ACSE).

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, Redwood.js, Revit, SQL, Sketch, Visio and Visual Studio

Education

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

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

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

Certifications - Certified in 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, 'Fit to Learn: IT Design Thinking,' MyInnerGenius, IBM SkillsBuild 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.

Language

English — Fluent

French — Intermediate

Professional

AIGA, the professional association for Design

OKC Wordpress Users Group

Oklahoma State University, Alumni association

Contracts

Valmedia, LLC, Sole Proprietor | Oct. 2009 - July 2022

- 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 History - Professional continued

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 duties and responsibilities in a timely manner and in accordance with the mission, policies and procedures of UCO.

Online Programming Specialist | 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 online 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.

Creative Designer | July 2006 - May 2010
The Oklahoman, OPUBCO Communications Group, NewsOK.com, Oklahoma City, OK

Designed multiple publications as part of a niche publications team. Publications included HomesOK, LOOKatOKC, CarsOK, Mood and graphics for special articles and special inserts in the daily newspaper.

- Animated advertising, graphic ads and header graphics for NewsOK.com.

Art Director | January 2004 - July 2006
Walmart home office, Bentonville, AR

- Designed circulars, store signage, trade show graphics and press kits for Walmart corporate, Walmart apparel and Walmart travel centers with process that included meetings, sketched layouts, communication with buyers, photographers, production and marketing managers.
- Provided art direction of photo shoots, which included meeting with photography staff, gathering props and products from sample store, warehouse or retail store, sketches, selecting models and scene setup.
- Designed corporate packaging and promotional materials concentrating on Walmart corporate, Apparel/Shoes and travel centers.

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 UIUX 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.

Designer and Developer | Feb. 2011- Aug. 2012
Bob Howard PDC, Group 1 Automotive,
Oklahoma City, OK

- Promotional design for touch screen, Desktop, TV, web and mobile applications.
- Train new employees, including development of software training guides.
- Logo redesign and creation of an eCommerce retail website.
- Website redesign to match new corporate identity, hand coded website.
- Web analytics, SEO and marketing research.
- Employee portraits and product photo shoots for website and Intranet NextPart site.
- Set up new internet accounts, instruct customers with service and technical support in online ordering.
- Provide print and web promotional design for various automotive brands.
- Prepare and submit government bids for automotive parts using ONVIA.

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Skills

Adobe InDesign
Adobe Illustrator
Adobe Photoshop

CSS,
HTML, xHtml,
WordPress

with knowledge in |
Auto CAD,
C#, github,
Hootsuite,
JavaScript,
JQuery
MySQL, PHP
SQL, Visual Studio

Language

English Fluent

French Intermediate

Experience - Contract

October 2009 - July 2022

Valmedia, LLC, Sole Proprietor - https://www.valmedia.net
Circle F Gym - Guthrie, OK
Ballard's by the Lake Bed & Breakfast and Event Center - Langston, OK
https://www.ballardsbythelake.com
Tow World Towing Services - Renton, WA
https://www.towworldtowingservices.com
Best of Arkansas Sports - Rogers, Fayetteville, AR
https://www.bestofarkansassports.com
Oceanskies Photography - Guthrie, OKC, OK
Pollard Inn, Pollard Bed & Breakfast - Guthrie, OK
City of Oklahoma City - OKC, OK
embarkok.com, okrivercruises.com, parkingokc.com, spokiesokc.com
Enable Midstream Partners, Instructional Designer - OKC, OK

Professional

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