

valerie sheets
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education

Indiana University
Bloomington, Indiana (2007-2011)

HENRY RADFORD HOPE SCHOOL OF FINE ARTS
BFA Photography
Art History Minor

KELLEY SCHOOL OF BUSINESS
Marketing Minor

experience

Senior Art Director
Boyden & Youngblutt, Fort Wayne, IN (Present)

Boyden & Youngblutt is an award-winning, full-service advertising and strategic marketing firm providing regional and national clients with expertise in advertising, interactive media planning and strategic communications. Founded in 1990, B&Y has office locations in Fort Wayne, Indiana and Nashville, Tennessee.

Senior Designer
Pivot Design, Chicago (Apr 2013-Aug 2016)

Beyond design, my role at Pivot was multifaceted, and brought the exciting challenge to quickly adapt as projects added to the agency's overall capabilities and creative offerings. My role as a Senior Designer included:

- Building comprehensive brand programs from project discovery to project launch
- Concepting activations and experiential brand touchpoints for events and meetings
- Leading kickoffs, brainstorming sessions, and creative reviews—both internally and externally
- Top-to-bottom project management
- Image sourcing, photography, and retouching
- Coordinating print production and building trust with valued vendors
- Being a leader that the agency can count on to show Pivot's best work
- Never missing deadlines

Designer & Creative Team Lead
CFCo, Chicago (Aug 2011-Apr 2013)

Designed marketing and promotional materials across print collateral and digital platforms such as Wordpress and MailChimp. Lead my creative team in executing projects from start to finish.

Design Assistant
Indiana University Creative Services (Jan 2011-Jul 2011)

Assisted the lead designers in conceptualizing and implementing design tasks from start to finish. Clients included Indiana University and affiliated organizations.

practice

Adobe Creative Cloud
InDesign, Illustrator, Photoshop, Bridge, Acrobat

Photography
DSLR, 35mm, medium format, 4x5, film scanning

Design Techniques
Letterpress, bookmaking, hand lettering, sketching

Artistic Hobbies
Watercoloring, ink linework illustrations

publications

CMYK Magazine, Issue 52
Top 100 New Creatives Feature (Mar 2012)

Canvas Creative Arts Magazine
Various Photography Features (2008-2010)

photography exhibitions

Senior Thesis Exhibition
A Quarterlife Crisis (2011)

Created a conceptual body of photographic work over the period of multiple semesters to represent my senior thesis. Planned and organized all aspects of the exhibition from start to finish. Final showcase was held at the School of Fine Arts Gallery at Indiana University.

BFA Area Shows
Various works (Feb 2010, 2011)

BFA Collaborative Works Exhibition
The 20-Somethings (Dec 2010)

BFA Alternative Show
Forgotten (Dec 2009)