

# ANDY VALENTINE

Creative Designer

## **ITSMEANDY.COM**

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Being creative has always been in my blood, I guess you could say I have been drawn to some sort of creative field my entire life. I am of the strong belief that form is just as essential as function, but without function, form is essentially useless. Design should help communicate a message, not get in the way of it. No matter how good a piece looks, if it doesn't communicate something meaningful, it has no advantage over something that is poorly designed.

## **EXPERIENCE**

**Merkle** (February 2023 - Present)

Sr. Art Director/Visual Content Creator

*Ideation/concepting, art direction, print design, web/digital design*

**itsmeandy.com** (May 2008 - Present)

Freelance Creative Designer/Creative Director

*Concepting, branding, print design, web/digital design, package design, signage & production work*

**Aware** (December 2021 - January 2023)

Sr. Creative Designer

*Ideation/concepting, art direction, print design, web/digital design, trade show/event design*

**gyro** (March 2017 - Present)

Sr. Graphic Designer

*Ideation/concepting, art direction, print design, web/digital design, trade show/environmental design*

**Bluestone Creative** (March 2011 - March 2016)

Graphic Designer

*Concepting, branding, print design, web/digital design, package design, signage & production work*

## **EDUCATION**

**The Modern College of Design**

*Previously School of Advertising Art (SAA)*

Degree in Applied Business in Advertising Art

## **SKILLS**

Ideation/Concepting

Art Direction

Brand Development

Print/Large Format Design

Web/Digital design

Package Design