

# clementidesign

Great design is happening.



**Valerie Clementi, Principal**  
**Clementi Design LLC**

vclementi@optonline.net  
203.274.0899

**Problem solving, big picture thinking, deadline driven. Intelligent, insightful solutions.**

**Clementi Design is well versed in crafting and refining design concepts that deliver impactful visual storytelling for businesses.**

**Expertise in designing, applying and extending brands and their guidelines across a suite of products within an organization.**

**View the work at [clementidesign.com](http://clementidesign.com)**

## PROFESSIONAL SKILLS

- Affective use of typography, color and imagery for optimum results
- Innovative, conceptual thinker
- Award-winning designer
- Highly organized/detail oriented
- Excellent presentation/communication skills
- Excellent time management skills
- Adobe: Indesign, Illustrator, Photoshop, Animate; PPT, Word, Excel, Project Management software
- Design and production for print and digital
- Excellent supervisory/managerial skills
- Photo shoot art direction
- BFA degree in Graphic Design

## AWARDS

- **Connecticut Art Directors Club Award for Excellence (CADC) 2019**
- **Graphic Design USA Award Winning Designer (GDUSA) 2019**
- **Connecticut Art Directors Club Award for Excellence (CADC) 2015**

## EDUCATION

**SUNY Purchase, NY**

BFA/Graphic Design/Fine Arts

**Parsons School of Design**

Additional studies

**Courses in Web Development/NYC**

(HTML/CSS), UX Design

# clementidesign clients *(present and past partial list)*

## **REGENERON:**

2020 (Current)

### **Senior Designer**

Ongoing design of print and digital work for high profile pharmaceutical company.

## **AMERICAN INDIA FOUNDATION (AIF):**

2020 (Current)

### **Senior Designer**

Print and digital design work for non profit.

## **THE LEUKEMIA & LYMPHOMA SOCIETY:**

2012 to current

### **Senior Creative Designer**

Corporate branding of nation-wide nonprofit organization. Key role in re-branding of all print, promotional and event graphics. Internal client presentation, budgetary compliance, oversee all projects from conception to delivery, large scope of work with quick turnaround.

## **TIAA-CREF, NYC 9/15-12/2017**

### **Senior Designer**

Nation-wide financial corporation. Responsible for creating print and digital assets including landing pages, email, animation graphics, brochures, newsletters, white papers, advertisements, all in keeping with the TIAA brand standards. Presentations to internal clients.

## **OPTIMA GROUP 1/15- ongoing**

### **Senior Graphic Designer**

Financial-industry marketing agency. New branding for high-profile clients including logo design, web site, brochures, white papers, newsletters, PPT.

## **CEW, NYC (www.ceb.org) 1/14-12/15**

### **Senior Graphic Designer**

Cosmetic industry leaders membership organization with emphasis on networking and mentorship programs. Primary designer for creating email templates, logos, print ads, posters, booklets, digital banners, ads and other assets in keeping with existing branding.

## **A&E NETWORKS: 1/13-12/13**

### **Senior Graphic Designer**

Cable entertainment company. Created microsites, imagery for mobile devices, banners, flash projects and main site web assets for shows such as Duck Dynasty, Storage Wars, Bates Motel and more. Adhered to overall A&E brand guidelines as well as individual show identities. Extensive photoshop image manipulation for key art, site layouts, revisions in html/dreamweaver.

## **RALLY FOR THE CURE: 2008-2014**

### **Senior Graphic Designer**

Non-profit subsidiary of Condé Nast, supporting breast cancer awareness. Primary designer of collateral including brochures, booklets, posters, email blasts, PPT templates, web banners, trade show signage, direct marketing. Helped develop Rally's visual identity into a more consistent, branded look while reinforcing the breast cancer awareness theme.

## **HOUSEPARTY.COM: 1/11-12/12**

### **Senior Designer**

Social media marketing company with high profile consumer clientele. Worked exclusively on the Kraft Foods account. Designed email programs, flash advertisements, web assets and direct marketing to support new product launches. Produced microsites for companies including Nivea, Pringles, 3M, Keurig, Dove, Weight Watchers. Client presentations.

## **COVIDIEN: 2/08-12/10**

### **Senior Art Director**

World-wide surgical device company. Designed print work for new product launches and updated previous materials targeting the healthcare industry in a B2B scenario. Managed accounts, met with division managers and marcomm team, discussed time lines, dealt with legal and editorial personnel and navigated corporate approval levels in order to meet tight deadlines. Collaborated with Interbrand, Covidien's agency, to develop new marketing initiatives for corporate communications.