

Doug VanderValk

Contact

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Profile

I'm an experienced designer with a rich background in graphic, web and product design. I'm passionate about generating and elevating creative work. I excel in leading creative teams and projects to find unique solutions. My strengths include managing cross-functional collaborations, acting as a user advocate throughout the design process, and an ability to look at design problems holistically.

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Key Skills

Adobe XD	
Adobe Photoshop	
Adobe Illustrator	
Adobe InDesign	
Adobe After Effects	
Adobe Dreamweaver	
Rhino	
3DS Max	
AutoCAD	

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Education

University of Kansas - BFA in Industrial Design
Emphasis in Psychology - 3.64 GPA

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Experience

STAPLES PROMOTIONAL PRODUCTS

2021-CURRENT - VERTICAL CREATIVE LEAD

Worked with cross-functional teams in the strategic creative direction of client accounts within business categories, ensuring design concepts aligned with project goals. Helped to mentor other Art Directors, contributing to their professional growth and enhancing the team's design capabilities. Successfully executed multiple design projects simultaneously, demonstrating strong project management and organizational skills.

2014-2021 - SR ART DIRECTOR

Collaborated with clients, marketing, and merchandising teams to create cohesive design strategies for web and print projects. Played a key role in project management, from conception through execution, ensuring timely delivery and high-quality outcomes.

2013-2014 - ART DIRECTOR

Collaborated with clients, marketing, and merchandising teams to create cohesive design strategies for web and print projects.

VELAASA

2015-2023 - FOOTWEAR DESIGNER (CONTRACT)

Created footwear design concepts and developed them to comprehensive technical packages for manufacturing. Led multiple projects with an emphasis on functionality and aesthetics to successful production.

SUNLIGHTEN

2008-2013 - DESIGNER

Directed the design and development of multiple product lines, including GUI for control panels. Worked on web and print collateral while maintaining high creative standards. Led a cross-functional New Product Development team to identify opportunities and refine the company's product offerings.

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Other Interests

