

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 finding unique solutions to complex problems. My strengths include collaborating with different teams, 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

BFA in Industrial Design - University of Kansas, 2007
Emphasis in Psychology - 3.64 GPA

Google UX Design Professional Certificate - Coursera, 2025

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Experience

STAPLES PROMOTIONAL PRODUCTS

2026-CURRENT - UX/UI CREATIVE LEAD

Work with cross-functional teams in the creative direction for clients and StaplesPromo.com. Work within a team of Art Directors and Web Developers, contributing to their professional growth and enhancing the team's design capabilities. Successfully execute multiple design projects simultaneously, demonstrating strong project management and organizational skills.

2014-2026 - 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

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

VELAASA

2015-2023 - FOOTWEAR DESIGNER (FREELANCE)

Created footwear design concepts and developed them into comprehensive technical packages for manufacturing. Led multiple projects with an emphasis on functionality and aesthetics through 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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Core Competencies

Cross-Functional Collaboration, Brand Strategy, Branding & Visual Identity, Product Development, Web Design, Creative Direction, Team Leadership & Mentorship