

ANDY VALDE

Creative and strategic Senior Graphic Designer with 10+ years of cross-industry experience leading high-impact visuals and campaigns for corporate and consumer brands. Expert in branding, motion graphics, video production and design systems with a proven ability to elevate brand storytelling. Known for collaborative leadership, mentoring, and turning ideas into scalable design executions that drive overall engagement.

EXPERIENCE

Senior Graphic Designer

Stericycle / Shred-it (January 2021 - July 2025)

- Spearheaded global corporate rebrand initiatives company wide.
- Developed scalable creative for campaigns and digital assets used across global markets.
- Drove engagement by creating motion graphics, videos, and animations for marketing and internal communications.
- Designed high-visibility campaigns including the annual Shred-it Data Protection Report and event collateral.
- Built and managed the marketing and sales enablement DAM to streamline brand asset access and consistency.
- Led design and production of training modules, onboarding content, and corporate communications videos.
- Cross collaborated with executives, departments, and SMEs to align creative direction with KPIs.
- Mentored junior designers and provided creative leadership to contractors and agencies.

Graphic Designer

Stericycle / Shred-it (January 2017 - January 2021)

- Collaborated with the entire organization on campaigns across digital and print, including landing pages, emails, collateral, and photography.
- Contributed to a major rebranding initiative for Stericycle and Shred-it.
- Streamlined workflows by collaborating cross-functionally with departments.
- Managed pre-press and high-volume print production, ensuring accuracy and brand consistency.
- Delivered creative solutions for training, onboarding, and marketing.

Graphic Designer

Henry Wurst, Inc. (October 2014 - January 2017)

- Designed and produced marketing, HR, and sales collateral across print and digital platforms.
- Managed pre-press and high-volume print production, ensuring accuracy and brand consistency.
- Streamlined internal workflows, improving billing accuracy and project tracking.

Jr. Graphic Designer / Production Artist

Stone Soup3, Inc. (March 2012 - July 2014)

- Designed retail signage, and promotional graphics for Sears and KMart stores nation wide.
- Created murals, billboards, and seasonal store signage for Kilwins Chocolate Franchise.
- Created for local businesses delivering branding, marketing collateral, vehicle wraps, websites, and marketing collateral.

CONNECT

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PORTFOLIO

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EDUCATION

Bachelor of Fine Arts, Graphic Design
The Illinois Institute of Art - Schaumburg

CORE COMPETENCIES

Creative Strategy & Brand Innovation
Design Systems & Guidelines
Motion Graphics & Video Production
Digital & Print Marketing Campaigns
Photo Manipulation & Photography
UX/UI & Interactive Design
Cross-Functional Collaboration
Team Mentorship & Art Direction

COMMUNITY & LEADERSHIP

Stericycle Green Team Committee Co-Chair - championed corporate sustainability initiatives, employee engagement activities, and eco-friendly practices.

Mentored junior designers and interns, fostering skill growth and professional development.

Annual participant and supporter of "Jeeps on the Run" Toys for Tots charity campaign.