

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. Hands-on design leader known for elevating craft, mentoring designers, and delivering integrated, multi-channel creative across digital, motion, and AI-assisted workflows.

EXPERIENCE

Freelance Senior Graphic Designer (Project Based)

Element Three (August 2025 - Present)

- Support creative production for 4+ clients, producing 50+ static and animated ads for luxury and RV brands including Grand Design, Newmar, and Airstream
- Design and scale digital advertising assets across web, social, and CTV platforms, delivering multiple responsive formats per campaign
- Edit and extend video content, including AI-assisted production, to support rapid-turn campaign execution under tight timelines

Senior Graphic Designer (Contract)

RR Donnelley (December 2025 - Present)

- Lead conceptual design and visual direction for proxy statements, annual reports, and ESG publications within high-volume reporting cycles supporting 10+ client engagements
- Supported 10+ client accounts within a 25+ client pipeline, managing multiple concurrent projects under compressed timelines ranging from same-day to multi-day turnarounds
- Designed editorial layouts, infographics, and data visualization systems that clarified complex financial and regulatory information for investor audiences
- Delivered error-free, high-visibility external communications through rigorous cross-functional review processes involving art direction, proofing, and project management

Senior Graphic Designer

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

- Led visual execution for 4-5 annual integrated marketing campaigns plus flagship reports (Data Protection, Consumer Safety, Corporate Responsibility), delivering multi-channel assets across web, email, social, and events
- Partnered with 10+ cross-functional teams including Marketing, Sales, ESG, Legal, and Executive Leadership to translate complex business initiatives into scalable visual communication
- Helped implement a structured project intake and DAM workflow, auditing and organizing thousands of assets to improve accuracy, compliance, and sales enablement effectiveness
- Maintained and enforced brand governance across digital, print, motion, and social channels, supporting consistent execution across global teams and customer touchpoints

Graphic Designer

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

- Supported cross-channel campaigns across digital and print, delivering assets for marketing, training, and internal communications across the organization
- 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

CONNECT

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EDUCATION

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

CORE COMPETENCIES

Creative Direction & Visual Systems

Art Direction & Concept Development

Integrated Campaign Design (Web, Social, CTV)

Sales Enablement & Marketing Collateral Design

Brand Identity Systems & Global Brand Governance

Motion Graphics, Animation & Video Editing (After Effects, Premiere Pro)

AI-Assisted Design & Generative Creative Workflows

Digital Advertising & Performance Creative

Editorial Design, Data Visualization & Corporate Communications

Design Systems, DAMs & Scalable Asset Libraries

Figma & Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Print Production, Prepress & High-Volume Output

Cross-Functional Collaboration (Marketing, Product, Leadership)

Stakeholder Presentation & Creative Strategy

Mentorship & Creative Leadership

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.

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EXPERIENCE (CONTINUED)

Graphic Designer

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

Designed and produced marketing, HR, and sales collateral across print and digital platforms while managing high-volume prepress production. Improved workflow efficiency and project tracking accuracy through cross-functional collaboration.

Jr. Graphic Designer / Production Artist

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

Designed retail signage, promotional graphics, murals, and seasonal displays for national brands and franchises, while delivering comprehensive branding and marketing materials for local businesses, including signage, vehicle wraps, and websites.
