



VALERIE CHAO, DESIGN & BRAND MARKETING
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EXPERIENCE

- 08.2012 – present **MAIN STREET LABS**, SAN FRANCISCO, CA
DESIGN LEAD
Create brand identity and marketing design for technology startup that helps local businesses manage their online presence. Design user interface and user experience for iPhone, Android, and iPad app. Project management for team of five engineers and designers. Design customer-facing, mobile, and internal websites.
- 03.2012 – 08.2012 **WILLIAMS-SONOMA**, SAN FRANCISCO, CA
JUNIOR BRAND MARKETING DESIGNER, POTTERY BARN KIDS
Researched industry and design trends and translated into brand-consistent designs for marketing and visual merchandising. Illustration and layout design for visual books. Responsible for artwork and print specifications for the Kids and Teen Design Services packaging refresh.
- 06.2011 – 12.2011 **DISNEY CONSUMER PRODUCTS**, GLENDALE, CA
GRAPHIC DESIGN UNDERGRADUATE ASSOCIATE
Collaborated with art directors to execute brand marketing designs. Created illustrations and mockups for visual books and presentations. Packaging design selected for Disney's upcoming house paint line by Glidden.
- 06.2010 – 04.2011 **DREAMWORKS ANIMATION SKG**, GLENDALE, CA
CONSUMER PRODUCTS DESIGN INTERN (01.11 – 04.11)
Created artwork for visual books and designed product placement mockups for licensees. Designed artwork for "Shrek New York" themed products and "DreamWorks Divas" logo.
HUMAN RESOURCES EVENTS INTERN (06.10 – 12.10)
Designed event collateral. Coordinated employee appreciation events on a team of four. Owned organization of weekly "Friends and Family Lunch" for guests of 1,400+ employees.
- 03.2011 – 06.2011 **UCLA VOLUNTEER CENTER**, LOS ANGELES, CA
SOCIAL MEDIA INTERN
Constructed a social media campaign to promote student involvement in community service. Designed graphics for blog use and created presentations analyzing college social media trends.

EDUCATION

- 09.2006 – 06.2011 **UNIVERSITY OF CALIFORNIA, LOS ANGELES**
Bachelor of Arts in Fine Art, Bachelor of Arts in English. Graduated *cum laude* with a cumulative GPA of 3.7/4.0.

HONORS

- 2012 Custom wedding invitation featured on StyleMePretty.com
2009 Painting Award, "Heart to Heart" Exhibit, UCLA Kerckhoff Art Gallery
2006 Bank of America Achievement Award: Certificate in Art
2006 Dudley-Vehmeier-Brown Memorial Foundation Scholarship

SKILLS

Proficient in Adobe Photoshop, Illustrator, InDesign, and Flash CS5; MS Office; Keynote.
Working knowledge of XHTML/CSS, JavaScript, ActionScript, Dreamweaver, Final Cut Pro.