

# Dan Vallier

Creative Ideation Meets Technical Execution

📞 530.218.2351

✉️ dan.alex.val@gmail.com

🌐 danielvallier.com

## SKILLS

**Turning Creative Ideas into ROI**

**UI/UX Strategy and Design**

**Visual Design & Branding**

**Front End Development**

**Project Management**

**Autodidacticism**

## OTHER SKILLS / EXPERIENCE

Integrated campaign strategy, content development, concept iteration, video and still production and editing, storyboarding, motion design and animation, 3D design and rendering, audio production and engineering, illustration and typography, experiential marketing, web server monitoring, SEO, G Suite, Atlassian, Slack, Notion, Figma, Wordpress, html, CSS, Python, Adobe Products, Blender, ChatGPT, P5.js, Bubble.io, a highly sought-after dinner guest.

## EDUCATION

**Python Certification - PCEP**

Online | Dec 2022 - Present

- Pursuing with interest in creating applications and building coding skills related to design, visualization, and artificial intelligence.
- Aiming to earn certification mid 2024.

**Sierra College**

Rocklin, CA | 2013 - 2016

- Majored in Mechanical/Electrical Engineering.
- Minored in Computer Science/Coding.
- Completed 85% of credits towards Associate of Science degree in Engineering.
- Fall 2015 Dean's List.

## QUALIFICATIONS

- 15+ years experience leading and executing various multidisciplinary creative projects for startup, retail, and tech industries.
- 7+ years experience designing, building, and managing WordPress, Squarespace, and Shopify websites.
- 4+ years developing creative concepts for large-scale international organizations.
- Extensive knowledge of design fundamentals, industry trends, and a broad range of creative tools and technologies.
- Impactful communication, organization, and problem solving skills.

## EXPERIENCE

**Visual Designer**

WP Engine | Dec 2020 - Feb 2023

- Produced and managed customer-facing digital and print creative assets adhering to brand guidelines for various marketing initiatives.
- Established user-friendly digital templates and processes for large cross-functional teams to efficiently self-serve creative needs.
- Developed and executed digital advertisements that led to an increased clickthrough rate of 20%.

**Jr. Creative Director**

Redthread Advertising | May 2020 - Dec 2020

- Developed strategy and managed creative processes of digital product development and national integrated marketing campaigns.
- Met with clients to present and explain creative strategies and solutions.
- Managed and collaborated with creative team members to ensure execution maintains alignment with project goals.

**Creative Director / Co-Founder**

Oh Hello! | May 2018 - Feb 2020

- Efficiently planned and prioritized the execution of several concurrent projects to achieve strict deadlines.
- Developed strategy and managed creative process of all web, print, and digital marketing collateral.
- Designed and developed user friendly web interfaces to increase client conversions.

See examples of my work at [DanielVallier.com](http://DanielVallier.com)