

Valerie Blackburn

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ART DIRECTION • BRANDING • PRINT & DIGITAL DESIGN

After six years designing across TV, motion graphics, packaging, and brand campaigns, I learned my creativity thrives within limitations. Hand me a constraint and I will turn it into a concept.

ART DIRECTOR
BIOLIGENT
MARCH 2025 — PRESENT

- Lead visual and brand direction across paid ads, packaging, email, and social content for Bioligent: a clean, science-backed supplement brand.

FREELANCE DESIGNER
VAL.JPEG
2023 — PRESENT

- Partner with independent clients to build brand identities, print assets, digital design, and social media graphics, from concept to final delivery.

VISUAL EDITOR
I.E. PRODUCTIONS:
FEB 2021 — APR 2025

- Designed on-brand marketing materials and supported social campaigns for Idaho State College of Education events.

SOCIAL MEDIA INTERN
IDAHO STATE UNIVERSITY
JAN 2020 — FEB 2021

- Designed on-brand marketing materials and supported social campaigns for the College of Education's internal and external events.

VIDEO PRODUCTION INTERN
I.E. PRODUCTIONS
JUNE 2019 — AUG 2019

- Produce organic social media motion graphics and provide on and off-set video production support for various client campaigns.

SOCIAL MEDIA INTERN
UNIVERSITY OF IDAHO
AUG 2018 — DEC 2019

- Grow and manage the School of Journalism's Instagram presence through original content and email newsletter production.

B.A. VISUAL COMMUNICATIONS Emphasis in Advertising & PR @ Idaho State University

Adobe: Photoshop, Illustrator, After Effects, InDesign, Premiere, Lightroom. Proficient with Figma, Canva.
+ **EARLY ADOPTER OF AI ASSISTED WORKFLOWS:** Claude, ChatGPT, Firefly, Higgsfield, Notion.

AWARDS AND ACCOLADES

- 2026** ● TOMORROW BRAND CHALLENGE - BIOLIGENT
Startup Winner, Recharge

"EXTRALYTES PRODUCT LAUNCH" — BIOLIGENT
Garnet, Idaho Falls Advertising Federation
- 2024** ● "SPUD KING ARENA" — IF SPUD KING JUNIOR HOCKEY
Gold Rocky, Idaho Advertising Federation
Out of Home & Ambient Media

"THUNDERSPOD" — SPUD KINGS, IE PRODUCTIONS
Star Garnet, Idaho Falls Advertising Federation
Out of Home and Ambient Media, Single Entry

"SPUD KING ARENA" — SPUD KINGS, TETON TOYOTA,
BINGHAM HEALTHCARE , IE PRODUCTIONS
Star Garnet, Idaho Falls Advertising Federation
Out of Home and Ambient Media, Campaign

"POTTY POSTERS" — BINGHAM HEALTHCARE, IE PRODUCTIONS
Star Garnet, Idaho Falls Advertising Federation
Collateral Material, Poster Campaign

"ANIMATED FAIRTASTIC" — EASTERN IDAHO STATE FAIR, IE PRODUCTIONS
Opal, Idaho Falls Advertising Federation
Elements of Advertising, Animation or Special Effects
- 2023** ● "CITY OF IDAHO FALLS GIFT BUS" — CITY OF IDAHO FALLS, IE PRODUCTIONS
Garnet, Idaho Falls Advertising Federation
Online Video/Podcast, Webisodes

"WARBONNET CAMPAIGN" — WARBONNET, IE PRODUCTIONS
Garnet, Idaho Falls Advertising Federation
Complete Campaign, Consumer Campaign
- 2022** ● "FOOD HERO CAMPAIGN" — BASIC AMERICAN FOODS, IE PRODUCTIONS
Opal, Idaho Falls Advertising Federation
Out-of-Home & Ambient, Campaign—Billboard
- 2021** ● NATIONAL STUDENT ADVERTISING COMPETITION
2020 Team: Idaho State University, District 11
"Tinder" — Regional First Place
"Adobe" — Regional Third Place