VAL BLACKBURN

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ART DIRECTOR • Bioligent, Remote • March 2025 — Present

- Lead all visual and brand direction across social, paid media, & email for Bioligent, a natural, science-based nutritional supplement brand in the health & wellness space.
- Design and produce daily educational carousels, infographics, Instagram Story highlights, social graphics, Instagram Reels, and TikTok videos, translating complex wellness concepts into engaging social content.
- Use cross-channel insights to develop scalable templates based on top-performing content, as well as toolkits and workflows that streamline production.
- Create and update an extensive library of visual identities in Adobe Creative Suite and Figma to be used across multiple campaigns, channels, and initiatives to build brand recognition.
- Collaborate daily with team leads across social, paid media, email, & growth to align content with platform strategy and best practices.
- Use Claude, Notion, Higgsfield, and Firefly to develop AI-assisted workflows to improve production timelines, consistency, and speed of asset delivery.

OUTCOMES:
Honored as the Startup Winner in Recharge's Tomorrow Brand Challenge, an ecommerce competition among hundreds of brands judged on subscriber growth within the competition timeframe. Plus earned 5 awards at the Idaho Falls Advertising Federation Gem Awards across art direction, website, social content, and product launches.

VISUAL EDITOR • I.E. Productions, In-Office • Feb 2021 — March 2025
VIDEO PRODUCTION INTERN • I.E. Productions, In-Office • June 2019 — Aug 2019

- Conceptualized and produced short-form social content (Reels, TikTok, digital ads) alongside motion graphic TV campaigns, translating client marketing goals into platform-native visual storytelling at I.E. Productions, a full-service marketing agency serving local and national clients based in Southeastern Idaho.
- Designed and animated motion graphics and reusable templates for both broadcast and social platforms, building toolkits that let the team scale content production efficiently across multiple client accounts.
- Shot and edited video both in-studio and on location, adapting visual style, pacing, and format to fit specific platforms and client brand guidelines.
- Created static and animated digital ad campaigns, illustrations, and product photography to strengthen client brand recognition across web and social channels.
- Designed print and out-of-home materials: packaging, billboards, posters, banners, and mailers all while maintaining consistent visual identity across every touchpoint, from traditional media to social feeds.
- Collaborated directly with clients and internal teams to plan and execute integrated campaigns spanning video, social, print, and digital, balancing creative vision with brand guidelines and deadlines.

OUTCOMES:
Promoted from Video Production Intern to full-time Visual Editor in 2021 based on strong creative performance and contributions to client projects. Plus contributed to numerous award-winning campaigns recognized by the Idaho Falls and Idaho Advertising Federation across broadcast, out-of-home, animation, and integrated campaign categories.

SOCIAL DESIGN INTERN • Idaho State University College of Education, In-Office • Jan 2020 — Feb 2021

- Supported social media strategy and content creation for College of Education campaigns and events, collaborating with staff to keep messaging consistent across platforms.
- Designed and edited marketing and social visual materials: brochures, flyers, posters, digital banners, adhering with brand guidelines to print and digital audiences.

SOCIAL MEDIA INTERN • U of I School of Journalism, Advertising and Mass Media, In-Office • Jan 2018 — Dec 2019

- Managed the School of Journalism's Instagram presence, designed original visual content for static posts and stories, and translated department updates and events into engaging, on-brand social storytelling.
- Contributed to the alumni newsletter's visual and editorial production, applying attention to detail across both print and digital storytelling formats.

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

ADVANCED EXPERIENCE IN: Photoshop, Illustrator, After Effects, InDesign, Premiere, Lightroom.
PROFICIENT IN: Figma, Canva.
+ EARLY ADOPTER OF AI-ASSISTED WORKFLOWS: Claude, ChatGPT, Firefly, Higgsfield, Notion.