

VALERIE AIELLO

Art Director in Austin, Texas

PROFESSIONAL SUMMARY

I am Valerie Aiello, and I would consider myself to be a master creative collaborator. My professional "why" is to always be a part of the creative process generating, developing and communicating new ideas through visual and media tools and techniques. My expertise in Adobe Photoshop, InDesign, Illustrator, Premiere Pro, and Final Cut Pro ensures that I can consistently deliver commercial art, branding, marketing, and digital media solutions to any client or organizational needs. I revel in researching aesthetics and culture to capture customer retention with the most authentic design elements while uniquely executing the latest trends.

Confidently, I can proactively contribute to all stages of the creative process from innovation, to development, to actualization with a constant flow of ideas on a daily basis meeting all deadlines. I am self-motivated, dependable, and one of my superpowers is having an organized and calm demeanor in highly productive environments. I always strive to motivate new ideas with a can-do attitude, and inspire to build up all colleagues' strengths by politely giving and taking constructive criticism.

Currently, I am anticipating a new exhilarating office experience, and a new chapter to an amazing career. The search is on to take my professional skills in branding and marketing growth to new heights. I would be so happy to pitch in when needed on a range of successful projects in a creative environment in Austin, Texas.

EXPERTISE IN

Graphic Design Adobe Photoshop Adobe Illustrator Adobe InDesign Visual Campaigns & Presentations
Adobe Premiere Pro Final Cut Pro Photography Branding Art Direction Art Department Management

WORK EXPERIENCE

2007 - 2023

Valerie Aiello Design

In 2007, while living in Los Angeles, I decided to work with a variety of record labels and artists as a freelance art director. I designed many album covers and packages. After moving back home to Austin in 2009, I expanded to helping clients build unique brands with logo development, photography, video production, and custom illustration. I was early to experience virtual meetings working from a laptop, and mastered how to carefully curate projects for a variety of client's needs for 16 years. I consistently and confidently got approval on projects fast, and always delivered art elements that would go above and beyond any expectations.

2003-2007

CMH Records

As Art Director of the CMH Label Group Art Department, I was a valuable team member responsible for managing a team of 4 designers for a high volume of art deliverables. Along with art file management, creating monthly product catalogs, designing over 100 album covers and packages, I took the extra initiative to executive produce album series such as Rockabye Baby!, Indie Translations, The Holiday Party, Texas Country series, and many more unique creative product lines at the label. Working under the leadership of David Haerle, CMH was a unique and exhilarating creative office team experience.

EDUCATION

Texas State University

Bachelor of Fine Arts

(B.F.A.) Major in Communication Design

BFA Degree Focus

Commercial Art & Branding

Concentration on logo design,
illustration, & art history

PROFESSIONAL PORTFOLIO

www.valerieaiello.com



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