

# VALERIEMERCHANT

## DESIGN EXPERIENCE

*Web Designer*

**Banno (formerly T8 Webware)**

Cedar Falls, Iowa

January 2011–present

Lead bank and credit union clients through discovery, sitemap, and wireframe phases; then designed their responsive websites, ads, launch kits, and icons.

*Freelance Design*

**Rife Recording Studio** 2012

Created new corporate identity: logo and stationery design.

*Freelance Design*

**Deck Restore & More** 2011–2012

Designed print materials for promotions.

*Graphic Designer*

**Hawthorn Market & Cafe**

Ames, Iowa

June 2009–2011

Designed signs for specials / promotions, including but not limited to drinks and featured sandwiches.

*Design Intern*

**G-G Amalgamated**

Minneapolis, Minnesota

May–August 2008

Designed backgrounds for a website; created business cards; edited movie clips from video archives and converted them into usable formats.

*Design Intern*

**e10 inc.**

Minneapolis, Minnesota

May–August 2008

Designed logotype signature for Golden Opps; imported and formatted book layout and text.

*Designer*

**UHURU magazine** 2007–2009

Photographed material, and designed layouts and type treatments for feature articles.

*Designer*

**Clear Lake Dance Team** 2008

Designed warm-up jackets, from concept to final production.

*Designer*

**ISU Practicum** 2008

Selected by a competitive portfolio review. Created design solutions for non profit organizations.

## CONTACT ME

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## VIEW MY PORTFOLIO

[vmerch.me](http://vmerch.me)

## EDUCATION

MA in Graphic Design, College of Design

Iowa State University; Ames, Iowa.

Graduated May 2011

BFA in Graphic Design, College of Design

Iowa State University; Ames, Iowa.

Graduated May 2009.

GPA 3.45/4.0

## DESIGN STRENGTHS

Typography, visual branding, symbology, grid structures, computer illustration, design principles, website design.

## SOFTWARE SKILLS

Adobe Illustrator, InDesign, and Photoshop; Flash, Dreamweaver, Cinema 4-D.

## HONORS/EXHIBITIONS

Deans List 2007, 2008, 2009, 2010.

International Corrugated Packaging Foundation:  
Top honor in national logo design competition; 2008