

# Valerie Power

San Diego, CA

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760-716-6635

## SUMMARY

Adaptable and creative professional with over 15 years experience in digital imaging, web design and coding, publishing, photography, and the arts. Innovative problem solver who can work independently or as part of a team, and supervise or mentor team members. Detail-oriented, with an eye for design and composition. Comfortable speaking, teaching, or training. Able to juggle priorities in a fast-paced environment with patience and diplomacy.

## SKILLS

Mac and PC, Microsoft Office, Google Drive, Adobe Creative Suite / Cloud including Photoshop, Bridge, Lightroom, InDesign, Illustrator. Digital and print production, photo editing, color-correction and retouching. DSLR Photography: studio, location, products, events, portraits, human interest. Digital Asset Management (DAM) systems, metadata, slide and print scanning, handling archival materials. Content Management Systems (CMS) including WordPress and Squarespace. Web-development: HTML5, CSS, JavaScript, JSX, React, version management with GitHub, wireframing UX/UI with Figma. Learning Management Systems (LMS) including Blackboard. Marketing using Facebook and Amazon advertising campaigns, Mailerlite and similar email services. Writing articles, press releases. Editing and proofreading. Graphic design: flyers, posters, book and magazine layout. Video and audio editing: Final Cut Pro, iMovie, Audacity, GarageBand and similar programs.

## EXPERIENCE

### **Writer/Photographer/Web Designer/Artist | 2007 – present**

- Wrote and independently published three novels
- Wrote freelance articles for *Equus* magazine and Torrey Pines Press/diabetesnet.com
- Freelance photography: weddings, portraits, animals, artist's paintings and sculptures
- Photographs published in *National Geographic Kids* and San Diego's *Fine Magazine*.
- Designed and coded websites for small to medium-sized businesses
- Participated in filmmaking projects through San Diego Film Consortium as drone photographer, production assistant, actor, and press kit designer
- Playa and Center Camp placed art projects for Burning Man
- Member and Director of Technomania Circus

**Image Analyst | Zen3 Infosolutions, Bellevue, WA (Remote) | 2022 – 2023**

Performed quality assurance for a machine learning project. Used CVAT (Computer Vision Annotation Tool) to review human-annotated images, finding and documenting all mistakes in Excel and calculating error statistics.

**Small Business Owner | Victory Theater, San Diego, CA | 2011 – 2014**

Operated a live theater venue: maintained website, Facebook presence, and mailing list; wrote press releases and did publicity for shows; designed posters and flyers; negotiated bookings and contracts; planned events; curated art gallery; operated sound, lights, and projectors. Member of local business owner's group: hosted monthly meetings. Worked with city council to change outdated zoning laws in Southeastern San Diego, letting the neighborhood thrive while maintaining its character.

**Digital Production Supervisor | Gemological Institute of America, Carlsbad, CA | 2008 – 2012**

Functioned as project manager for major eLearning project, tracking workflow through all stages of digital production. Trained and supervised coworkers to create online versions of printed courses. Consulted with and advised the editorial and design team members, served as a liaison with outside contractors. Developed a JavaScript replacement for Flash content. Worked with IT department to deploy content. Also served as administrator for the Blackboard Learning Management System.

**Photo Editor | Gemological Institute of America, Carlsbad, CA | 2005 – 2008**

Produced, researched, and selected photos for inclusion in educational textbooks and other school publications. Performed extensive studio and location shooting, including overseas assignments in Japan, China, and Australia. Oversaw digital photo workflow, database management, color correction, and photo licensing from stock agencies and individual photographers. Photographed corporate portraits, employee and student events.

## **OTHER EXPERIENCE**

**Digital Resources Specialist** *Gemological Institute of America, Carlsbad, CA*

**Photo Retoucher** *Rinco Color Lab, San Luis Obispo, CA*

**Library Technician** *San Luis Obispo County Library, San Luis Obispo, CA*

**News Photographer** *Northern Light Newspaper, University of Alaska, Anchorage*

## **EDUCATION**

Currently studying: **Graphic Design Specialization** from CalArts on Coursera

**Front-End Developer Certificate** by Meta on Coursera (completed 2023)

**GIA Accredited Jewelry Professional (AJP)**

**Bachelor of Arts** from University of Alaska, Anchorage: Major in Art with an emphasis in Photography, Minor in Anthropology