



DIGITAL MARKETING LEADER

(904) 866-3063 | lizvalentine.design | lizvalentine.design@gmail.com



PROFESSIONAL SUMMARY

Creative, results-driven leader with 15+ years of experience in developing and managing innovative digital creative capabilities, including a blend of internal teams and freelance/contract resources. Expertise in leading cross-functional teams to deliver intuitive, user-centered designs for complex software systems, with expertise in both web and mobile applications. Proven success in navigating complex, regulated industries, including healthcare and financial services. Known for my high emotional IQ, strategic mindset, and ability to communicate complex data-driven insights simply and effectively. Skilled in project management, budget oversight, and executing creative visions that deliver measurable outcomes.

CORE COMPETENCIES

- Creative Leadership & Team Development
- Strategic Planning & Vision Execution
- In-house Creative Team Set-up & Management
- Cross-Functional Collaboration & Stakeholder Engagement
- Advanced Project Management & Process Optimization
- User Research, UX/UI Design & Usability Testing
- Interaction Design & Information Architecture
- Wireframing & Process Flows
- Agile Development Methodology
- Healthcare, Financial Services & Regulated Industry Expertise

TECHNICAL SKILLS

- **Creative Design Tools:** Figma, Canva, Adobe Creative Cloud, Axure RP
- **Collaboration Tools:** Jira, Slack, Trello, Smartsheets
- **User Research:** Usability Testing, User Interviews, Surveys, A/B Testing
- **Accessibility Guidelines:** WCAG 2.0, Section 508

EDUCATION

- B.S. Communications • University of North Florida • 2003
- Architectural Design • Florida International University • 2001

PROFESSIONAL AFFILIATIONS

- Adobe Community Professional
- American Marketing Association
- Interaction Design Foundation

LANGUAGES

- English (Fluent)
- Spanish (Conversational)
- French (Intermediate)

PROFESSIONAL EXPERIENCE

2016–present

Liz Valentine Design, LLC • Chief Creative Officer/President

- Founded and led a creative design agency specializing in developing innovative, impactful marketing campaigns for regional and national healthcare and financial clients.
- Spearheaded the development and management of a highly effective creative team, incorporating a blend of full-time staff, contractors, and freelance talent to scale creative output while maintaining high quality.
- Managed complex client accounts in regulated industries, ensuring creative output complied with industry regulations and internal policies.
- Oversaw budgets, ensuring on-time, on-budget delivery of projects across multiple initiatives.

Notable Clients: New York Life, Florida Blue, Matthew Walker Comprehensive Healthcare Center, Health IQ.

2013–2016

New York Life • Senior Manager, Digital Creative Development

- Led internal team, external agencies and freelance designers in the design of user interfaces for web and mobile applications, focusing on improving user experience for enterprise software products.
- Collaborated with product managers, developers, and visual designers to gather requirements and deliver design concepts, high-fidelity mockups, and prototypes.
- Conducted usability testing and user research to evaluate the ease of use and efficiency of designs, ensuring alignment with user needs and business goals.
- Translated business requirements into actionable design specifications, working closely with developers to ensure the final product met functional needs.
- Conducted design reviews and presented findings to stakeholders to refine design solutions based on user feedback and testing insights.

2008–2013

Universal Health Care • Creative Services Manager

- Led an in-house team of creative professionals to deliver innovative and integrated creative solutions.
- Delivered measurable results in both brand visibility and client engagement through the development of traditional media campaigns.
- Managed large-scale projects from concept through execution, balancing competing priorities and client needs to ensure successful project delivery.
- Worked closely with marketing teams to ensure creative output aligned with business goals, contributing to a 17% increase in sales.