

Valencia Williams-White

ART DIRECTOR & GRAPHIC DESIGNER

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Los Angeles, CA

ABOUT ME

I'm a creative leader and Art Director with a passion for design, visual storytelling, and building brands. With a background in beauty and consumer brands, I enjoy bringing ideas to life through thoughtful creative direction and hands-on design. I love collaborating with teams, exploring new ideas, and creating work that feels fresh, meaningful, and true to the brand. From concept to execution, I'm driven by creating impactful visuals and experiences that connect with consumers.

EDUCATION

Academy of Art University
San Francisco
Masters - Graphic Design

Art Institute of Orange County
Santa, Ana
Bachelors of Science - Graphic Design

SKILLS

Art Direction & Creative Strategy

Brand Development & Storytelling

Campaign Development

Product & Packaging Design

Digital & E-Commerce Creative

Social Media & Email Marketing

Visual Merchandisiing & POP Displays

Typography & Publication Design

Photography & Photo Retouching

Creative Production

Adobe Creative Suite

EXPERIENCE

ONE/SIZE BEAUTY - ART DIRECTOR

2024 – CURRENT

- Lead creative strategy, art direction, and execution across integrated brand campaigns, product launches, and marketing initiatives.
- Oversee visual identity and creative development across product and packaging, digital, e-commerce, social, print, and visual merchandising.
- Lead and mentor the creative team, driving design excellence, collaboration, and consistent brand storytelling.
- Develop campaign concepts, creative presentations, mood boards, and visual direction for product launches and photoshoots.
- Direct creative productions in partnership with photographers, videographers, stylists, producers, models, and external agencies.
- Drive digital-first creative strategy and UX/UI direction for the DTC website and digital consumer experience.
- Maintain and evolve brand guidelines while managing creative workflows, priorities, and timely project delivery.

ONE/SIZE BEAUTY - SENIOR DESIGN MANAGER

2023 – 2024

- Supported creative development and execution across integrated brand campaigns and consumer touchpoints, from concept through final delivery.
- Designed branded content across packaging, digital, print, social, visual merchandising, and campaign assets.
- Maintained creative excellence, brand consistency, and visual standards across all deliverables.
- Developed creative concepts, storytelling, presentations, and decks to communicate and sell ideas across disciplines.

JAFRA COSMETICS - CREATIVE MANAGER

2021-2023

- Directed creative development for monthly campaigns, product launches, and brand initiatives.
- Partnered with Marketing to translate business objectives into cohesive creative concepts and multichannel assets.
- Managed agency and freelance partners across photography, copywriting, and translation.
- Oversaw project workflows, deliverables, and production timelines.

JAFRA COSMETICS - CREATIVE LEAD & DESIGER

2014-2021

- Directed creative development for monthly campaigns, product launches, and brand initiatives.
- Partnered with Marketing to translate business objectives into cohesive creative concepts and multichannel assets.
- Managed agency and freelance partners across photography, copywriting, and translation.
- Oversaw project workflows, deliverables, and production timelines.