

LEFT OF SUNSET



Van Cooley
CREATIVE LEAD

Nearly 15 years working alongside clients has taught me how to foster long-term relationships, address objections with compassion to move the work forward to completion, and articulate the value of design in ways that align with business goals. Trust is created by being a partner and providing space for all voices to be heard, facilitating a singular vision that project stakeholders can rally around to make effective decisions together.

I believe any problem is figure-outable. My approach is to be present, embrace uncertainty, ask good questions, follow curiosity, discover wonderment, take action, refine, and try again. Always learning and inspiring better in myself and others. I see the possibilities where many do not. Escape bad patterns.

Available for agency opportunities as brand consultant. A good fit are women-led and employed companies who strive for creativity, collaboration, transparency, communicative, inclusion, and equity.

STRENGTHS

- Food + Bev, Wellness, and Lifestyle
- Strategy, Creative / Art Direction
- Research Based Concept Dev
- Verbal + Written Communication
- Naming, Tagline, Linguistics
- Photography, Illustration, Cut Paper Art
- Hands-On, Multi-Disciplinary
- Humor + Positive Attitude
- Magical Realist

HELLO SUNSHINE, THANKS FOR STOPPIN' BY

Click through the links below to meet me at Sunset.

www.leftofsunset.com

(503) 319-9954

vancooley@leftofsunset.com

[Instagram](#)

[Pinterest](#)

[Facebook](#)

NOTABLE EXPERIENCE

2005 + **Left of Sunset // Independent Creative Studio** Portland

Brand Strategist, Design Director, Founder

+ **Creative:** Strategic + Conceptual Thinking, Articulating Story, Intuitive + Research Driven Problem Solving, Branding + Identity Design, Art Direction, Naming + Tagline Dev, Print + Web, Placemaking Design, Graphics for Retail / Built Environments, Signage Wayfinding Programs, Food Photography + Styling, Mixed-Media Illustration

+ **Client:** Managing Long-Term Relationships with Owner, C-Level Clients, 3 to over 10 years; Discovering Authentic Core Values and Heart of Brands

+ **Team:** Facilitating Dialogue, Visioning Methods that Get Buy-In from Project Stakeholders; Distilling Complex Information to Essence, Inspiring Better

+ **Extra:** Planning, Budgeting, Print + Fabrication Management, Content Guidance

2008 - 2010 **Columbia Distributing // Beverage Distributor** Eugene-Springfield

Graphic Designer

+ Managed the daily tasks of the Graphics Department, Eugene Branch; working closely with branch VP, Brand Managers, Sales Reps, and Suppliers to meet deadlines. Implemented organization systems to streamline P.O.S. requests, track orders, and decrease turnaround time.

+ Raised the bar on art direction, design and production of point-of-sale, advertising, and print collateral for an 80+ sales team, servicing major grocery retailers, C-stores, and restaurant-bars in the Willamette Valley and Southern Oregon Coast. Projects included print advertising, promotional marketing campaigns, event collateral, community outreach programs and identity design.

2006 - 2008 **Ambrosini Design // Creative Agency** Portland

Senior Designer

+ Branding for built environments and art direction of placemaking graphics, signage and wayfinding, included storytelling through visual theme and pattern development, identity design. Responsibilities included planning, programming, construction documentation and production management. Gained knowledge of various dimensional materials and fabrication processes.

Returned as Design Lead 2010-2012, Contract.

2004 - 2006 **Sucha Design // Creative Studio** Portland

Graphic Designer

+ Art direction, design and production for various print and web projects, including monthly newsletters, brochures, catalogs, educational guides, weekly advertising and logos. Participated in team collaboration and brainstorming sessions, critique and feedback of work in progress.

EDUCATION

2005 B.A. Communication Design, Pacific Northwest College of Art | Portland

2002 B.S. Psychology, Minor: Fine Arts, University of Oregon | Eugene