

LEFT OF SUNSET



Van Cooley
CREATIVE LEAD

I am Founder of a woman led creative studio, Left of Sunset. For over 12 years, my path has been to empower small craft businesses to set and rise. Guiding a process for thoughtful, foundational visual strategy and identity design to express the heart of brands in ways that resonate with people. My recipe for success is harmony of partnership, dialogue, iteration, and offering a fresh point of view. I listen intuitively, see potential where others cannot, and know when to challenge myself and others to be and do better.

STRENGTHS

- Food + Beverage, Wellness, and Lifestyle Brands
- Strategy, Creative + Art Direction
- Visual Identity Design, Styling
- Research Based Concept Dev
- Written + Verbal Communication
- Photography + Illustration
- Playing with Food, Cooking
- Multi-Disciplinary: Print, Digital, and Dimensional / Built Environment
- Humor + Positive Attitude

HELLO SUNSHINE, THANKS FOR STOPPIN' BY

Click through the links below to get in touch or see more.

www.leftofsunset.com

(503) 319-9954

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[Instagram](#)

[Pinterest](#)

[Facebook](#)

NOTABLE EXPERIENCE

2005 + [Left of Sunset // Independent Creative Studio](#) Portland

Creative Director-Founder

+ Branding strategies, logo design and identity systems, print and digital advertising, marketing/sales collateral design, web design, point-of-sale, merchandising, packaging, placemaking graphics for built environments, signage wayfinding programs, retail graphics, photography and illustration.

+ Maintain long-term client relationships; ranging from 3 to over 10 years.

+ Source, recruit, and manage print and fabrication vendors on behalf of Clients.

+ Other Services: planning, budgeting, naming, tagline development, 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. Emphasis: Graphic Design, Pacific Northwest College of Art | Portland

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