

VALERIE FLEMMING

Strategic creative professional with over 15 years of experience leading brand, experiential, and integrated design initiatives for global organizations. Recognized for building strong cross-functional partnerships and delivering high-impact creative solutions that advance business goals. Brings a collaborative leadership style, customer-centric mindset, and proven ability to turn complex ideas into compelling experiences.

ValynnDesign.com | vgreen6@gmail.com | 651.428.9370

EDUCATION

Iowa State University
BFA Graphic Design | 2009

- Minor in Sociology
- College of Design Semester in Rome, Italy

SKILLS

Adobe Creative Cloud

- Express
- Illustrator
- InDesign
- Photoshop
- XD

AWARDS & CERTIFICATIONS

GDUSA Inhouse Design Winner
2025

- HPE NYC Event

2023

- Diversity, Equity & Inclusion Year in Review
- McDermott Digital Health Forum
- McDermott HPE Event Series

2017

- McDermott Will & Emery
Social Responsibility Report

IDEO U | 2022

- Foundations in Creative Leadership Certificate

Event Marketer | 2021

- Experiential Marketing Training Camp

Interaction Design Foundation | 2020

- Design Thinking : The Beginner's Guide
- User Experience: The Beginner's Guide

EXPERIENCE

McDERMOTT WILL & SCHULTE *Chicago, IL*

Design Manager | 2023 - Present

- Support the Creative Director in guiding day-to-day creative operations.
- Manage Wrike project intake through resourcing and workflow alignment to ensure smooth collaboration and timely execution.
- Work closely with one direct report through collaborative planning, shared problem-solving, and constructive feedback to strengthen project outcomes.
- Partner with stakeholders across marketing, business development, and practice teams to anticipate needs and deliver thoughtful, on-brand creative solutions.
- Contribute to concept development for campaigns, event identities, and executive presentations.
- Lead design for client and internal events from intimate gatherings to large-scale, multi-day conferences with 2,000+ attendees.

Senior Graphic Designer | 2021 - 2022

- Served as a creative partner for major firm events, shaping identity systems, marketing collateral, and onsite materials.
- Worked closely with marketing, business development, and practice teams to anticipate needs and deliver cohesive digital and print collateral.
- Supported junior designers and freelancers through constructive feedback and creative collaboration.

Graphic Designer | 2017 - 2020

- Partnered with practice groups to design targeted collateral supporting Transactions, Employee Benefits, Employment, Healthcare Private Equity, Private Client, and Tax initiatives.
- Contributed to the 2019 brand refresh by updating assets, templates, and practice materials.
- Managed production of nearly 150 annual advertisements.
- Built event registration sites and resource centers using Splash, aligning content with program goals and attendee needs.

ROTARY INTERNATIONAL *Evanston, IL*

Graphics & Publications Specialist | 2014 - 2017

- Collaborated with global event team to produce multilingual publications, maps, guides, and onsite materials for events with 2,500–40,000 attendees.
- Designed large-scale stage graphics and presentation visuals that supported storytelling for dignitaries, speakers, and entertainment acts.
- Worked closely with production teams on program development, rehearsals, and backstage operations across international venues.
- Served as a trusted partner to senior leadership, coaching speakers and refining visuals to enhance clarity and impact.

SPECIAL OLYMPICS WISCONSIN *Madison, WI*

Marketing Manager, Law Enforcement Torch Run® | 2013

Marketing Assistant, Law Enforcement Torch Run® | 2010 - 2012

- Anticipated event needs and coordinated logistics, vendors, volunteers, and onsite operations for large-scale fundraising events.
- Partnered with statewide agencies and corporate sponsors to design marketing collateral for Torch Run®, Truck Convoy®, and Polar Plunge®.
- Produced branded templates for partners including Dunkin' Donuts, Red Robin, and Texas Roadhouse.
- Supported departmental workflow by training interns and collaborating across teams to ensure smooth event execution.
- Wrote feature articles and news releases to strengthen event visibility and community engagement.

IOWA STATE UNIVERSITY CONFERENCE PLANNING *Ames, IA*

Event Planning Intern & Freelance Graphic Designer | 2009 - 2010

- Collaborated with university teams to plan, coordinate, and execute conferences and national events.
- Designed identities, programs, signage, and collateral supporting educational and community initiatives.

AMES CONVENTION & VISITORS BUREAU *Ames, IA*

Graphic Design Intern | 2009

- Produced digital and print materials for tourism campaigns and sponsored events through close partnership with local stakeholders.
- Developed visual assets that supported community engagement and regional promotion.