

MARGARET VALLURI, M.F.A.

margaretvalluri.com • margaret.valluri@gmail.com • 419.376.4475 • Westerville, OH

EDUCATION

Master of Fine Arts

The Ohio State University
Digital Animation and Interactive Media
Brand Experience & Interactive Design
Awarded: December 2022

Bachelor of Fine Arts

Kent State University
Visual Communication Design
2D Graphic Design & Illustration
Awarded: December 2014

EXPERIENCE

Lead Graphic Designer, April 2022 - Present

Senior Graphic Designer, July 2019 - April 2022

Motion Graphic Designer, July 2018 - July 2019

Department of Athletics, The Ohio State University
July 2018 - Present • Columbus, OH

Key Accomplishments:

- Developed and designed game programs for historic 2022 Football season, 100 years of Ohio Stadium, leading to over \$500,000 in vending revenue. The largest revenue ever with program sales for the Men's Basketball Final Four being second highest just under \$60,000.
- Researched, tested, and designed the official signature of Brutus Buckeye.
- Led recruiting design campaign leading to signing the top three Wrestling recruits in the country in 2021.
- Led design efforts that increased Women's Volleyball attendance by 44% in 2021 - the highest average ever in Ohio State history. Student attendance also increased by 38% during the record setting campaign.
- Designer for *Be Here* campaign, which afforded fans the opportunity to purchase mini-plans for the first time in the history of Ohio State football, leading to over \$2 million in new revenue and a total of nearly 7,000 packages sold; in collaboration with Marketing and Fan Experience.
- Designer and Art Director for Buckeye Club, Athletics' fundraising umbrella that has raised over \$350 million in donations; in collaboration with the Development and Donor Relations.
- Developed Motion Marketing & Brand Guidelines and toolkit as a resource for Athletics' video, social, and creative teams.
- Partnered with the Wexner Medical Center to design and create a set of animated graphics to support recruiting nurses and doctors during the height of the pandemic in 2020.

Key Responsibilities:

- Develop, manage, and execute strategic, complex design projects of broad scope delivering an engaging user experience with multiple project stakeholders and across multiple platforms.
 - Lead graphic designer and project manager for 12+ sports and 6+ units.
 - Lead motion graphic designer for 35 sports and 10+ units.
 - Lead graphic designer for digital signage; interactive prototyping, content creation, template creation, and systems management.
 - Co-lead graphic designer for recruiting efforts; researching and developing high-impact content.
 - Facilitate collaboration with Athletic and University departments on marketing, social, and video content for design initiatives establishing a framework to preserve and advance the Ohio State Athletics brand.
 - Liaison between all Athletics departments ensuring communication, brand consistency, and project efficiency.
 - Maintain and enforce visual and brand consistency between all projects and platforms.
 - Manage junior employees (2+) and student interns (6+); art direction and client coordination.
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Communications and Marketing Coordinator

Office of Administration and Planning, The Ohio State University
Jan. 2016 - July 2018 • Columbus, OH

- Acquired hands-on experience supporting high-level university public safety communications and messaging - real-time and post-incident.
Notable incidents such as the Mirror Lake incident (Nov. 2015), the Wexner Center for the Arts incident (Dec. 2015), and the Active Shooter incident (Nov. 2016) - real-time and post-incident.
- Collaborated with six sub-departments to create high quality visual materials for print and digital media.
Department of Public Safety, WOSU Public Media, Facilities Operations and Development, the Department of Transportation and Traffic Management, UniPrint, and Planning, Architecture and Real Estate.

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EXPERIENCE CONTINUED

Communications and Marketing Coordinator Continued

- Planned and routinely managed projects; established and maintained timelines, contracted with vendors, and maintained budgets ensuring successful product delivery.
 - Oversaw photography assignments, maintenance, structure, guidelines, and archival.
 - Developed marketing plans and designed promotional materials, including brochures, newsletters, website content, animations, and social media graphics.
 - Maintained and enforced visual and brand consistency between all projects and platforms ensuring compliance with the University's design and communication goals and guidelines.
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Graphic Designer & Production Coordinator

WTWH Media, LLC

May 2014 - Jan. 2016 • Cleveland, OH

- Designed the *Motion Control* and *EE Network* handbook quarterly series.
 - Managed all advertisements printed in 5+ magazine series.
 - Co-designed the (then) newest publication, *Medical Design & Outsourcing*, monthly series.
 - Contributed to the design of five additional publications.
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SKILLS

Design Thinking • Design Research • Co-Design • Brand Identity • Brand Licensing • Art Direction • Project Management • Social Media Management • Digital Asset Management • Print Production • Accessible Design • Marketing Campaigns • Presenting • Higher Education • InDesign • Photoshop • Illustrator • After Effects • Lightroom • DSLR cameras • Workfront • Workday

INVOLVEMENT & AWARDS

NACMA Member | National Association of College Marketing Administrators

2020 - Present

CSCA Member | Columbus Society of Communicating Arts

2018 - Present

AIGA Member | Professional Institute of Graphic Designers

2012 - Present

Habitat for Humanity Volunteer

2010 - 2019

CSHEMA Campaign Award

July 2017

Campus Safety Health and Environmental Management Association (CSHEMA)

Marketing and communications honors for achievements in health and safety messaging.