

Valera Makenzie Payne

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Senior Graphic Designer

Graphic Designer with 20+ years of experience building product marketing creative, motion graphics, print assets, and trade show visuals. Designed 15–20 annual campaign systems across 10+ product lines, adapting creative for social, video, sales, event, and digital channels. Created templates, brand standards, and production workflows that reduced repetitive design work and kept recurring campaign assets consistent. Builds campaign assets for motion, print, and digital placements, as well as 25,000 sq. ft. trade show environments, without losing sight of production requirements.

CORE COMPETENCIES

Graphic Design | Motion Graphics | Campaign Creative | Print Production | Digital Design | Social Media Creative | Marketing Collateral | Trade Show Design | Large-Format Graphics | Brand Standards | Template Systems | Production Workflows | Presentation Design | Video Editing | Prepress | Accessibility Design

PROFESSIONAL EXPERIENCE

IGT – Las Vegas, NV

04/2017 - 5/30/2026

Senior Graphic Designer

- Directed creative production for 15–20 annual product marketing campaigns across 10+ casino gaming product lines, building campaign assets for digital, print, motion, sales, and event channels.
- Built the visual system for the year-long Wheel of Fortune Slots 25th anniversary campaign, producing 1,000+ assets for web, video, print, trailer wrap, mobile billboard, Wheel of Fortune show assets, and 25,000 sq. ft. trade show use.
- Developed environmental graphics and event assets for 3 major conventions and global trade shows plus 6 internal events per year, including presentation materials, print production, and digital display assets.
- Created templates, brand standards, and production workflows for digital, print, motion, photography, and booth assets, cutting repeat setup work and keeping recurring campaign materials consistent.
- Reprioritized campaign, event, and collateral requests after the global design team dropped from 8 designers to 1, keeping core design work moving while rebuilding processes and training incoming creative staff.

Influential – Las Vegas, NV

04/2016 – 02/2017

Senior Motion Graphics Designer, Graphic Designer

- Introduced motion graphics, visual effects, video production, and 360-VR capture for Fortune 500 influencer marketing campaigns.
- Produced campaign visuals from IBM Watson audience insights, translating demographic and psychographic data into proposal graphics and influencer content concepts.
- Rebuilt RFP and pitch deck templates with brand rules, reusable slide structures, and consistent data visualization that reduced proposal production time by up to 80%.
- Turned audience targeting, projected results, and creative direction from account, strategy, and campaign teams into client-facing proposal decks.

Passion Parties – Las Vegas, NV

04/2015 – 01/2016

Senior Graphic Designer

- Refreshed B2B and B2C communications across promotions, publications, web properties, product photography, social media, and video.
- Standardized brand usage across print catalogs, digital channels, product imagery, and consultant-facing marketing materials.
- Built a brand resource library for 5,000+ consultants, organizing approved graphics, messaging, and promotional assets for business use.
- Directed development of a custom social media marketing tool that reduced manual setup for branded consultant content.
- Consolidated 3 public-facing websites into one customer-facing platform, simplifying navigation across brand and product content.

Sportco Sporting Goods – Las Vegas, NV

07/2005 – 04/2015

Senior Production Design Manager

- Managed sales-driven design requests across apparel decoration, signage, vehicle wraps, trophies, websites, and online stores.
- Expanded the creative department by tripling product and service offerings across large-format signage, awards, vehicle wraps, custom apparel, and digital storefronts.
- Refined artwork preparation, file setup, and handoff practices to improve accuracy across print, apparel, signage, and specialty outputs.
- Built a company-wide project management system that organized incoming requests, job stages, approvals, and tracking across sales and production teams.

Snyder Design – Las Vegas, NV

04/2004 – 07/2005

Production Designer

- Managed prepress operations for signs, banners, decals, and large-format graphics produced for Las Vegas casino properties.
- Prepared production-ready artwork for off-site printing, verifying file setup, sizing, and output requirements before vendor handoff.
- Installed signs, banners, and vinyl graphics on site for major casino properties along the Las Vegas Strip.

EDUCATION

Southeast Career Technical Academy – Las Vegas, NV

AWARDS

Hermes Creative Awards, Gold, Print Media / Publication Design — PPE Safety Guide for Southwest Gas Corporation, 2022

W3 Awards, Silver, Social Marketing Campaigns / Digital Marketing — GetDanceWear Social Media Marketing Campaign, 2022

The Communicator Awards, Gold, Design / Print Media / Publication, 2022