

# Studio Profile

**Graphic Design & Illustration for Brochures, Ads, Flyers, Catalogs, Direct Mail & Packaging**



Val Miller  
Designer

**Solid  
experience,  
proven talent,  
technical  
know-how.**

In February of 1979, I began my design career at a firm that produced household and industrial products. I designed packaging for retail sales and advertising to their wholesale clients. Not only did I learn how to apply the principles of functional design and illustration, but I also honed my type-specing and darkroom skills.

From there, I moved forward to work for a direct marketing firm where I broadened my experience in creating strategic design solutions for consumer direct response campaigns.

Next, I joined the creative team at an advertising agency and worked on full campaigns for realtors, investment houses and software vendors...just to name a few.

Finally, I worked as the Art Director and Design Chief at a printing company. This gave me invaluable hands-on production experience and the opportunity to set up, art direct and manage photo shoots, illustrate and design catalogs, ad specialties, sales promotions, packaging and point-of-purchase displays, and much more.

Along the way, I perfected my MacIntosh skills and mastered newer, better programs. Most importantly, I learned what few designers learn - I gained a practical understanding of all the pre-press and bindery processes, the ins and outs of paper and ink selection, and how to deal with outside vendors.

### **A designing woman, on her own.**

In October of 1992, I decided to use my experience and professional contacts with writers, marketers, photographers, PR and media people to start my own design company. That's right, I took the plunge and never looked back.

Today, I offer my clients the kind of seasoned talent and practical understanding that gets their project done quickly, economically...and strategically correct. I'll offer you more flexibility, give your project more focused attention, get it done faster and most often better, for less.

Studio Services has the latest tools using mainly MacIntosh technology, the graphic industry standard. With programs such as Photoshop, Illustrator, InDesign, QuarkXPress, MicroSoft Power Point, Excel & Word, Acrobat Pro, Bar Code Pro, etc. And a unlimited internet connection for fast file transfers.

Over the years I have received awards for designing from the Philadelphia Art Directors Club (*and served as Print Coordinator and Designer for the club's newsletter*),

Neographics Awards, and Print Magazine's Regional Design Award for design and illustration.

That is why you'll find among my clients, companies like CIGNA, The Philadelphia Eagles, S&S Worldwide, (*craft industry packaging*) Exide Corp., MicroSemi Corp., Chartwell Inc., (*cost containment company*), Cardinal Business Media (*trade magazine publisher*), Penn State Industries Inc. (*direct mail house*), Nation Ruskin Inc. (*household/painting accessories & packaging company*), the Middle Atlantic Dairy Council, All-Luminum Products (*manufacturer of casual furniture for companies like Coca-Cola, WalMart & K-Mart*), real estate developers, The Discovery Channel, AstraZeneca, Motorola and others.

### **Give me a call...**

Let's discuss your special needs for such things as new signature graphics, packaging, update product sell sheets, catalogs, trade magazine ads, or a new company brochure, designed to compliment your printed material and on-line presence... you name it.

**Studio**  
SERVICES

#### **DESIGN STUDIO**

805 Hickory Lane  
Village of Neshaminy Falls  
North Wales, PA 19454

#### **VOICE:**

(215) 896-0793

#### **E-MAIL:**

ValsStudio@aol.com

#### **WEBSITE:**

[www.StudioServices-Design.com](http://www.StudioServices-Design.com)