

# VICTORIA CONN

PORTFOLIO                      EMAIL                      PHONE  
↘|    vconndesign.net            viconnxyz@gmail.com            +1 415 - 279 - 3680

**OBJECTIVE**                      Dedicated designer with attention to detail, curious to the core with problem solving skills; Proven strengths in the print and digital realm; Seeking to collaborate with creative thinkers, cultivate brands, and build engaging design solutions with holistic approaches.

**EDUCATION**                      **ACADEMY OF ART UNIVERSITY** SAN FRANCISCO, CA  
SCHOOL OF GRAPHIC DESIGN, BFA / 2016 - 2020

**EXPERIENCES**                      **GRAPHIC DESIGNER** MH MEDIA / DEC 2021 — JAN 2022  
+ Engaged in the development of multiple design solutions across platforms of print, merch graphics, digital, social, and promotional materials.  
+ Worked with creative director in the development of branding systems, including but not limited to logo, brand assets, and marketing usage.

**DESIGN INTERN** CREARE DESIGN STUDIO / OCT 2021 — DEC 2021  
+ Analyzed brand strategies, and worked with the internal team to craft multiple creative assets with integration in digital and social usage.  
+ Worked closely with Creative Director to develop studio website, from ideation, design, prototyping, production to implementing assets.

**VISUAL DESIGNER** WAY WAY TRAVEL / FEB 2017 — JUN 2018  
+ Collaborated with the internal team to brainstorm visual strategy and art direction, and elevated the quality of content to increase online foot traffic.  
+ Advocated multiple brand campaigns under deadline; Developed design assets for print, digital & web usage, social channels, and marketing collateral.

**SKILLS**                      **DESIGN SOLUTIONS** / Graphic Design, Branding & Identity, Print Design, Typography, Packaging design, Social Media & Marketing Collateral, Web & Digital Assets, Motion Graphic, User Experience, Art Direction,  
**SOFTWARE** / Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Dimension, XD, Lightroom), Webflow, Elementor, Figma, Sketch, InVision, Keynote, Pages, Google Docs, Microsoft Office (Powerpoint, Words, Excel)

**ACHIEVEMENT**                      **AWARD FOR OUTSTANDING SENIOR PORTFOLIO, BFA**  
Academy of Art University Winter Show / 2020  
School of Graphic Design

**AFFILIATIONS**                      AIGA, San Francisco Chapter

**LANGUAGE**                      English, Chinese (Cantonese/Mandarin)

**REFERENCE**                      Furnished upon request