

# Victoria Breton

## Senior Designer

### CONTACT

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### APPLICATIONS

- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe InDesign CC
- Adobe After Effects CC
- Adobe Media Encoder CC
- Adobe Acrobat Pro DC
- Google Drive
- Google Docs
- Google Sheets
- Apple Keynote
- Microsoft Office
- Microsoft PowerPoint
- Sketch
- MailChimp
- Wordpress

### SKILLS

- Typography
- Editorial/Layout Design
- Branding
- Photo Retouching/Manipulation
- Storyboarding
- Illustration
- Animation
- Motion Graphics
- Gifs
- Digital Painting
- Copywriting
- Photography
- HTML, CSS
- AODA/Accessibility

### EDUCATION

**3D Modelling and Animation**  
2011 | Humber College

**Visual and Creative Arts**  
2009 | Sheridan College

**Art Fundamentals**  
2008 | Sheridan College

### WORK EXPERIENCE

#### Graphic Designer

October 2012 - Present | Etsy (Online Marketplace)

- Creates and sells typography prints and products.
- Work has been recognized by lululemon, Target, BuzzFeed, LIVESTRONG, SELF, Vistaprint, Good Housekeeping, Today's Parent, and more.
- Develops digital mock-ups.
- Advertises via social media.
- Communicates with clients; liaises with printers.

#### Senior Graphic Designer

February 2018 - Present | Genuine Health (Health Supplements Corporation)

- Spearheaded the development of Genuine Health's animated personality; animates videos and gifs weekly.
- Develops web and print work including social media creative (Facebook, Twitter, Instagram, Instagram Stories), online advertisements, posters, signage, flyer ads, retail endcaps, e-newsletters, sell sheets, cards, presentations, invitations, custom die cuts, and spreadsheets.
- Designs social media ads that have increased online sales by 200%.
- Creates motion graphic videos that have boosted Instagram user engagement by 900% (2,000 "likes" on motion graphic videos versus 200 "likes" on static images).
- Works closely with the Marketing and National Sales departments.

#### Marketing Designer

March 2017 - October 2017 | Coupgon (Tech Startup)

- Rebranded Coupgon's marketing aesthetic.
- Developed web and print work including composite images, gifs, illustrations, motion graphics, animated videos, e-newsletters, and signage.
- Designed social media posts for Facebook, Instagram, Twitter, and Pinterest.
- Introduced animated gifs to e-newsletters to increase user engagement.
- Created flyer ads for Loblaw Companies, FreshCo, Food Basics, Longo's, Apple, Coca-Cola, McDonald's, Pepsi, Kellogg's, Starbucks, and Kraft.
- Reported to the Design Director and worked closely with the Social Media and Sales departments.

#### Intermediate Graphic Designer & Lead Animator

April 2015 - March 2017 | MediaFace (Content Agency)

- Designed web and print work including typography, storyboards, illustrations, e-newsletters, branding, presentations, photo retouching, websites, flyers, cards, calendars, and magazine ads.
- Animated and rigged 2D characters, motion graphics, and kinetic typography.
- Art directed and lead the animation team.
- Designed a website for a charity that earned MediaFace a "Communitas Award."
- Developed AODA/accessible documents (WCAG 2.0 A and WCAG 2.0 AA).
- Reported to the Senior Graphic Designer and worked closely with the Design, Animation, and Production departments.

#### Graphic Designer

November 2013 - September 2014 | Nuvango (Tech Startup)

- Designed e-newsletters, illustrations, and Google ads.
- Ensured visual and design integrity were retained while fitting images to a wide range of aspect ratios (skins for phones, laptops, and gaming consoles) for companies including Hudson's Bay Company, CIBC, Snapchat, and Steam Whistle Brewing.
- Reported to the Director of Artist Relations and worked closely with the Design, Sales, and Artist Relations departments.