

VICTORIA BRETON

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ABOUT

Hi, I'm Victoria - a  Canadian,  Chicago-based designer with 10 years of industry experience including print, web, branding, illustration, motion graphics, animation, and UI/UX.

APPLICATIONS

- Adobe Creative Cloud Suite
- Apple Keynote
- Microsoft Office Suite
- Google Workspace (G Suite)
- InVision Studio
- Sketch
- WordPress
- Mailchimp
- Asana
- Trello

EDUCATION

3D MULTIMEDIA ANIMATION
Humber College | 2009 - 2011

VISUAL & CREATIVE ARTS
Sheridan College | 2008 - 2009

ART FUNDAMENTALS
Sheridan College | 2007 - 2008

LICENSES

INVISION ESSENTIAL TRAINING
LinkedIn Learning | 2020

DIGITAL SKILLS: UX
FutureLearn | 2020

INTRO TO UX & ACCESSIBLE DESIGN
FutureLearn | 2020

WORK EXPERIENCE

SENIOR GRAPHIC DESIGNER

Guru Studio (Animation Studio) | Toronto, ON | Jul 2019 - Dec 2019

Lead the graphic design department; managed and provided direction to other designers. Developed various print materials including posters, banners, children's activity sheets, trade show booths, custom die cuts, magazine ads, business cards, lanyards, pens, and apparel. Designed show logos, style guides, social media assets (images, videos, gifs), ads, e-mail signatures, e-newsletters, presentations, and corporate decks.

SENIOR GRAPHIC DESIGNER

Genuine Health (Corporation) | Toronto, ON | Feb 2018 - Mar 2019

Developed Genuine Health's first full-length animated ad. Introduced motion graphics to their social media assets. Designed ads, posters, signage, retail endcaps, e-newsletters, sell sheets, presentations, invites, spreadsheets, and custom die cuts. Developed ads that increased online sales by 200%. Worked closely with the Marketing and Sales departments.

INTERMEDIATE GRAPHIC DESIGNER

Coupgon (Tech Startup) | Toronto, ON | Mar 2017 - Oct 2017

Rebranded Coupgon's marketing materials. Developed composite images, gifs, illustrations, motion graphics, animated videos, e-newsletters, signage, social media creative, and flyer ads for major national grocery chains. Introduced animated gifs to e-newsletters to increase user engagement. Reported to the Design Director; worked closely with the Sales department.

INTERMEDIATE GRAPHIC DESIGNER

MediaFace (Agency) | Toronto, ON | Apr 2015 - Mar 2017

Designed typography, storyboards, illustrations, e-newsletters, branding, presentations, websites, flyers, cards, calendars, and magazine ads. Animated and rigged 2D characters, motion graphics, and kinetic typography. Art directed and lead the animation team. Developed AODA/accessible documents. Worked closely with the Design, Animation, and Production departments.

JUNIOR GRAPHIC DESIGNER

Nuvango (Tech Startup) | Toronto, ON | Nov 2013 - Sep 2014

Designed e-newsletters, illustrations, and ads. Ensured visual and design integrity were retained while fitting images to a wide range of aspect ratios (decals for phones, laptops, and gaming consoles). Reported to the Director of Artist Relations; worked closely with the Design, Sales, and Artist Relations departments.