

VICTORIA KAUSTIN

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/victoriakstudio

EDUCATION

University of Central Florida
BA Digital Media, Web Design
2015-2019

SKILLS

- Graphic Design
- Digital Design
- Print Design
- Branding/Identity
- Social Media Design
- Illustration
- Icon Design
- UI/UX Design
- Motion Graphics
- Interaction Design/Prototyping
- Front End Web Development
- Responsive Web Design

LANGUAGES/TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- After Effects
- Adobe XD
- Invision Studio
- HTML5 / CSS3 / Javascript
- JQuery / JSON / AJAX
- MySQL / PHP
- Wordpress CMS
- Git/Github

WORK EXPERIENCE

Graphic Designer

May 2019 - July 2019

Full Sail University, Image & Design
Winter Park, FL

- Collaborates with directors to design storyboards and presentations for interior design projects
- Edits CAD drawings to reflect chosen design elements
- Maintains standards for department projects

Graphic Designer and Front-End Web Developer

July 2017 - May 2019

University of Central Florida
Orlando, FL

Faculty Excellence, Office of the Provost

- Designed digital graphics including logos, infographics, and a brochure under direction of the Communications Manager
- Developed custom Mailchimp e-mail templates for monthly newsletters and announcements targeted toward 2,000+ faculty

Center for Entrepreneurial Leadership

- Designed, developed, and maintained custom responsive webpages using Wordpress, HTML, CSS, and PHP
- Worked directly with marketing team to ensure the most appropriate strategies to promote the center's initiatives
- Improved SEO of website to increase accessibility

Career Services

- Conceptualized and created print designs and web graphics for marketing campaigns to be distributed to 60,000+ students and faculty, including flyers, posters, t-shirts, web and e-mail banners, digital displays, and social media graphics
- Created original branding for 5+ campaigns
- Applied UCF branding guidelines to ensure brand authenticity
- Photographed department events and marketing campaigns

Creative Intern

August 2018 - December 2018

CCH Marketing
Orlando, FL

- Worked closely with the Creative Director and project managers to complete internal and external creative projects
- Produced and edited graphic content for clients using brand standards to convey messaging across digital platforms
- Design and development of website content for the agency website and external client sites
- Attended client events to photograph and edit images for social media and creative projects