



# VICTORIA K AUSTIN

Orlando, Florida

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/victoria-ka

## EDUCATION

University of Central Florida

BA Digital Media, Web Design

2015-2019

## SKILLS

- User Interface Design
- User Experience Design
- Interaction Design/Prototyping
- Usability Testing
- User Personas
- Information Architecture
- Task Analysis
- Storyboards
- Front End Web Development
- Responsive Web Design
- Back End Web Development
- Graphic Design

## LANGUAGES/TOOLS

- Adobe XD
- Invision Studio
- HTML5 / CSS3 / Javascript
- JQuery / JSON / AJAX
- MySQL / PHP
- Wordpress CMS
- Visual Studio Code
- GIT Version Control
- Photoshop
- Illustrator
- After Effects

## WORK EXPERIENCE

### Freelance Visual Designer and Web Developer

May 2019 - Current

Victoria K Studio

Orlando, FL

- Designs marketing collateral and branding materials/guidelines
- Develops client websites through various platforms

### Graphic Designer and Front-End Web Developer

July 2017 - May 2019

University of Central Florida

Orlando, FL

Faculty Excellence, Office of the Provost

- Developed custom Mailchimp e-mail templates for monthly newsletters and announcements targeted toward 2,000+ faculty
- Designed UI wireframes/mockups for the department website
- Created print and digital collateral

Center for Entrepreneurial Leadership

- Designed, developed, and maintained custom responsive website using Wordpress, HTML, CSS, and PHP
- Worked directly with marketing team to ensure the most appropriate strategies to promote the center's initiatives
- Collaborated with directors to improve navigation and information architecture of website

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
- Created visual design and direction for the agency's online portfolio and built the website using Wordpress
- Designed digital graphics, ads, mockups, and animations
- Designed and developed custom Wordpress template and backend for hospitality client
- Assisted creative team in editing client websites