



VICTORIA AUSTIN

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EDUCATION

University of Central Florida

BA Digital Media, Web Design

2015-2019

SKILLS

- Creative Direction
- Web Design
- Graphic Design
- Branding
- Front End Web Development
- User Interface Design
- User Experience Design
- Interaction Design/Prototyping
- Responsive Web Design
- Animation
- User Testing
- Public Speaking

LANGUAGES/TOOLS

- Figma
- Sketch
- Photoshop
- Illustrator
- After Effects
- HTML
- CSS
- Javascript
- Wordpress CMS
- Visual Studio Code
- GIT Version Control

WORK EXPERIENCE

Designer

October 2019 - Current

Launch That

Orlando, FL

- Collaborates with Content, Marketing and Dev teams to understand data, research, and marketing objectives to create web page designs that improve the user experience and increase conversions.
- Creates graphics, icons and other key design deliverables for marketing and informational purposes
- Designs mockups for new webpages and site features
- Creates and maintains standards for each brand across platforms
- Collaborates with Social to design branded assets

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

Product Designer

September 2019 - March 2020

Knight Hacks

Orlando, FL

- Collaborated with Development team to design user interfaces and experiences for various Knight Hacks Hackathon products
- Oversaw and developed the Knight Hacks design system

Graphic Designer and Front-End Web Developer

July 2017 - May 2019

University of Central Florida

Orlando, FL

- Designed, developed, and maintained custom responsive website using Wordpress, HTML, CSS, and PHP
- Conceptualized and created print designs and web graphics for marketing campaigns to be distributed to 60,000+ students and faculty, including print collateral, websites, e-mail templates, digital displays, and social media graphics

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