

# Victoria Breton

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## Employment history

### **Guru Studio**, Senior Graphic Designer

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.

### **Genuine Health**, Senior Graphic Designer

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.

### **Coupgon**, Intermediate Graphic Designer

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.

### **MediaFace**, Intermediate Graphic Designer

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.

**Nuvango, Junior Graphic Designer**

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.

**Education****Coursera**

Jul 2021 – Present

Google UX Design Professional Certificate

**FutureLearn**

Sep 2020 – Oct 2020

Introduction to UX and Accessible Design

**FutureLearn**

Sep 2020 – Oct 2020

Digital Skills: User Experience

**LinkedIn Learning**

Sep 2020 – Oct 2020

Invision Essential Training: Studio

**Humber College**

Sep 2009 – May 2011

3D Multimedia Animation

- Graduated with honours.

**Sheridan College**

Sep 2008 – May 2009

Visual and Creative Arts

- Graduated with honours.

**Sheridan College**

Sep 2007 – May 2008

Art Fundamentals

- Graduated with honours.

## More about me

### In my next job it's important that...

I find a team-oriented work environment where everyone feels like they are working together toward a common goal.

### I'm excited to work for a fast-growing company because...

Fast-growth companies are typically mission-driven, and passionate about their work. I find that inspiring!

### I want to work for a company that...

Is making a positive difference in the world, whether it's at state- national- or international-level. I feel inspired every day to contribute to a better, happier, healthier world.

### Right now I'm learning...

More about the ins-and-outs of UX design through Google's UX design certificate program. I am currently creating low and high fidelity mockups of a prospective app.

### Outside of work I...

Love exploring big cities, doing cardio workouts (especially HIIT), and eating pizza!

### Interests

print, web, illustration, animation, motion graphics, ui, ux, typography, editorial design, branding, marketing, copywriting, photography, html, css, accessibility