

VICTORIA PRICE GRAPHIC DESIGNER

VNPRICE0315@GMAIL.COM | 919.614.3838

EMPLOYMENT

DURHAM ACADEMY
Creative Services Manager
03.23 - PRESENT

Lead the creative development process to fulfill graphic design needs for various internal and external print and electronic platforms supporting the strategic and creative mission of the school.
project management, quality assurance, active listening

Enforce the consistent use of the school's visual identity and brand guidelines throughout the organization as the school's sole graphic designer.
publications, logos, email templates, signage, apparel, postcards illustrations, brochures, invitations, ads

Collaborate with the Assistant Director of Marketing & Communications to advance the digital presence of the school.
website maintenance, email template design, social media graphics

Market all departments of the school through creative and design tailored to varying audiences and needs
Enrollment Management, Philanthropy, Athletics, College Counseling, DA Summer, Upper School, Middle School, Lower School, and Preschool

SKYE DESIGN STUDIOS
Production Specialist
04.17 - PRESENT

Compile and generate production ready files for over 20 university athletics and conference rebranding projects
style guides, finalized logo files (ai, eps, jpeg, png, pdf)

METRO PRODUCTIONS
Web and Graphic Designer
06.14 - 03.23

Conceptualize and produce print collateral, following brand standards, to promote my clients and increase their response rate from donors and clients.
ads, brochures, direct mail, displays, event materials, publications

Coordinate with clients to construct and maintain effective and consistent web presences to strengthen communication with target audiences
banner ads, html emails, social media posts, websites

Formulate and develop videos to promote client initiatives
fundraising videos, marketing videos, television ads, web videos

METRO PRODUCTIONS
Design Intern
06.13 - 08.13

Collaborate with lead designers to design and assemble print materials and mock-ups for client proposals
direct mail, event tickets, invitations, museum displays, publications

EDUCATION

CAMPBELL UNIVERSITY
Bachelor of Arts
08.10 - 06.14

COLLEGE OF ARTS AND SCIENCES
Graphic Design Major
Magna Cum Laude

CAMPBELL UNIVERSITY
Bachelor of Arts
08.10 - 06.14

COLLEGE OF ARTS AND SCIENCES
Studio Art Major
Magna Cum Laude

PRODUCTION STATISTICS

550
projects annually

175+
publications

260 PROJECTS
annual project yield improvement

Average annual improvement on company project yield compared to yearly averages from 5 years prior to employment

300+ mailings	230+ displays	200+ invitations
300+ clients	75+ videos	60+ websites

SOFTWARE

Id

10,000+ hours
building and modifying layouts in Adobe InDesign

W

3000+ hours
designing, coding, and managing websites through Wordpress

Ai

2600+ hours
creating and editing vectors in Adobe Illustrator

Ps

1600+ hours
manipulating images in Adobe Photoshop

Pr

500+ hours
compiling videos in Adobe Premiere Pro

G

Countless hours
utilizing search engines in order to research and problem solve

Still Learning
learning to implement AI to improve design processes