



Victoria A. Watson

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Education

- B.F.A., Graphic Design and Journalism & Mass Communication (Magazine & Print Media Emphasis)
- Iowa State University; Ames, Iowa (May 2010)
 - Magna Cum Laude and with Honors

Skills

- Adobe Creative Suite 5 (InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, Flash)
- Prepressing and color specs
- Microsoft Office 2010
- AP Style
- Macintosh OS X and Windows 7, Vista, XP
- HTML, CSS and Javascript (basic)
- Wordpress
- Illustration and photorealistic drawing

Honors and Exhibitions

- Second Place, Pencil Portrait Category, State Fair of Texas (2011)
- Best of Show, Art Directors Association of Iowa Student Design Exhibition (2010)
- Merit Award, Fine Arts Drawing Category, Iowa State Fair (2010)
- Honors Program, Iowa State University (2006–2010)
- Iowa State Fair, Fine Arts Drawing Category (2006, 2007, 2008, 2009, 2010)
- Fourth Place, VEISHEA Photo Contest (2010)
- Dean's List, Iowa State University (2006–2010)
- Student Employee of the Year nominee, Iowa State University (2010)
- Art Directors Association of Iowa Student Design Exhibition (2009, 2010)
- People's Choice Award, Drawing Category, Iowa State Fair (2008)

Design Experience

Graphic Designer

Pegasus Solutions; Dallas, Texas (2011–present)

- Design flyers, large-format banners, ads and party graphics for national tradeshow.
- Manage design and application of print, email and online versions of external monthly newsletter.
- Conceptualized and designed new company logo and brand identity, including product collateral.

Graphic Designer/Copywriter

bluespace creative, inc.; Denison, Iowa (2010–2011)

- Interacted with multiple clients, then designed and wrote advertisement and media-release copy to promote the products and/or services of each client.
- Designed, prepressed and managed multiple projects simultaneously, including large-format pieces and high-quantity print runs.

Graphic Designer/Web Editor

Leopold Center for Sustainable Agriculture; Ames, Iowa (2009–2010)

- Conceptualized, designed and executed logo and marketing materials for the company's largest initiative, then developed logos for the six working groups within that department.

Graphic Designer/Editor

The Write Place; Pella, Iowa (2008–2010)

- Enhanced self-motivation and problem-solving skills by meeting deadlines from remote workstation.

Graphic Designer/Editor, volunteer

Oleson Park Zoo; Fort Dodge, Iowa (2001–2009)

- Refined computer and creative skills by editing and designing layout of quarterly newsletter.

Communication Assistant

University Honors Program, Iowa State University; Ames, Iowa (2008–2009)

- Edited and designed biweekly e-newsletter that was sent to more than 1,000 Iowa State University Honors students.

Graphic Design/Public Relations Intern

Department of Cultural Affairs, State Historical Museum; Des Moines, Iowa (2008)

- Used creative talent to design brochures, booklets and signage for the State Historical Museum and its programs with plenty of time before deadlines.
- Expanded public relations skills by writing news releases, contributing to newsletters and designing advertisements.

Editorial Designer

Ethos Magazine; Ames, Iowa (2007–2008)

- Worked with photographers and creative directors to create high-quality magazine layouts while under short deadlines.

