



Hi, I'm Victoria. I'm the lead creative designer for WorldVentures Foundation. During my 10+ years of experience in the marketing industry, I've created a substantial amount of innovative deliverables. I've won 18 art/design awards since 2004, and my work has been displayed in *HOW Magazine* and the National Mall in Washington, D.C. In addition to design and marketing strategy, I've used my social media and writing experience at each company I've worked for. I live by calendars and color-coded spreadsheets. Sound good? Let's talk!

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Experience

Graphic Designer

WORLDVENTURES

11 / 2015 - present

Lead aesthetic design of WorldVentures Foundation, including the foundation's website, logos and branding for campaigns, and marketing collateral.

Designed a user interface (UI) for the WorldVentures Foundation that was eye-catching, told a story, and had clear calls-to-action. The branding initiative that included the website was later featured in *HOW Magazine* as a 2016 In-House Design Award Winner.

Collaborate with team members to execute design deliverables for WorldVentures events, each of which draw more than 20,000 people from around the world.

Work independently and as part of a larger team to develop marketing materials to enhance brand image (B2B and B2C).

Graphic Designer & Digital Communications Specialist

THYSSENKRUPP ELEVATOR AMERICAS

03 / 2012 - 11 / 2015

Created product catalogs, promotional brochures, online and print advertisements, and other necessary materials, handling dozens of projects simultaneously.

Collaborated with external consultants to create personas, card-sort, and conduct research to optimize user experience (UX) of new intranet.

Designed and prepressed company newsletter, which was sent to 13,500 employees each quarter.

Maintained the company brand and acted as the subject matter expert on brand standards.

Oversaw seven social media channels, and strategized and managed a Facebook campaign that grew from 200 followers to over 50,000 in one year.

Graphic Designer

PEGASUS SOLUTIONS

03 / 2011 - 03 / 2012

Designed collateral, large-format banners, ads and party graphics for national tradeshows.

Managed design and execution 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

06 / 2010 - 03 / 2011

Designed, prepressed and managed dozens of projects simultaneously, including large-format pieces and high-quantity print runs.

Interviewed numerous clients and wrote media releases, fourteen of which received national recognition.

Graphic & Web Designer

LEOPOLD CENTER

05 / 2009 - 06 / 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.

Sharpened web skills by designing and editing two separate websites.

Nominated by employer for Iowa State University Student Employee of the Year award.

Experience // continued //

Graphic Designer & Editor

THE WRITE PLACE

12 / 2008 - 02 / 2010

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

Newspaper Editor & Website Designer

OLESON PARK ZOO

06 / 2001 - 11 / 2009

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

Designed and edited website.

Created photorealistic drawings of featured animals to sell.

Graphic Designer & Editor

IOWA STATE UNIVERSITY
HONORS PROGRAM

08 / 2008 - 05 / 2009

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

Designed posters, calendars, and other public relations items as needed.

Graphic Design & Public Relations Intern

STATE OF IOWA
DEPARTMENT OF CULTURAL AFFAIRS

05 / 2008 - 08 / 2008

Used creative talent to design brochures, booklets, and signs for the State Historical Museum and its programs.

Expanded public relations skills by writing news releases, contributing to newsletters and designing advertisements.

Layout Designer

ETHOS MAGAZINE

08 / 2007 - 01 / 2008

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

Technical Skills

Adobe Photoshop //

Adobe InDesign //

Adobe Illustrator //

Adobe Acrobat //

Microsoft Office //

Keynote //

AP Style //

Adobe AfterEffects //////////

Sketch //

InVision ////

HTML/CSS //

WordPress //

Education

B.F.A., Iowa State University

GRAPHIC DESIGN & JOURNALISM

Graduated Magna Cum Laude
and with Honors

Dean's List, 8 semesters

05 / 2010

Notable Awards & Exhibitions

Gold Winner, Non-Profit Category, dotComm Awards, WorldVentures Foundation 2017

Merit Winner, Non-Profit Category, HOW In-House Design Awards, WorldVentures Foundation 2016

Third Place, Pencil Portrait Category, State Fair of Texas 2016

Honorable Mention, Pencil Portrait Category, State Fair of Texas 2015, 2013

Finalist, Social Media Category, DFW AMA Marketer of the Year, ThyssenKrupp Elevator 2014

Exhibitor, Smithsonian Folklife Festival Exhibition, Washington, D.C. 2012

Gold Award, Advertising Category, HSMIAI Adrian Award, Pegasus Solutions 2011

Second Place, Pencil Portrait Category, State Fair of Texas 2011

Best of Show, Art Directors Association of Iowa Student Design Exhibition 2010

Best of Show, Iowa State Fair 2006, 2004