

VICTORIA H. FARR → VISUAL DESIGNER

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PROJECTS

TEEN HEALTH 360: OPEN CALL RESULTS • Social Media Campaign
TOOLS → FIGMA • PHOTOSHOP • ILLUSTRATOR • PLAYBOOK

SIT CONMIGO • Branding Refresh & Responsive Web Design
TOOLS → FIGMA • ILLUSTRATOR • PHOTOSHOP • LIGHTROOM

BARE BONES COFFEE • Full Brand Identity & Style Guide
TOOLS → FIGMA • ILLUSTRATOR • PHOTOSHOP • PLAYBOOK

GLYPHIC BIOTECHNOLOGIES • Branding & WordPress Style Guide
TOOLS → FIGMA • GOOGLE WORKSPACE • WORDPRESS

WORK EXPERIENCE

FREELANCE VISUAL DESIGNER • REMOTE/NORFOLK, VA

EASTERN VIRGINIA MEDICAL SCHOOL (EVMS) • 2021 → Present

- Led a group of 5+ students through the process of editing content to create a content calendar of 5+ months.
- Analyzed social media use data & selected 2 ideal platforms
- Created 10+ social media post templates and visual assets to convert 23 winning submissions into +130 images.
- Designed print and digital program marketing materials for 3 recruitment and enrollment initiatives.

POLLBOOK SUPERVISOR/ELECTION OFFICIAL • VIRGINIA BEACH, VA
CITY OF VIRGINIA BEACH DEPT. OF ELECTIONS • 2020 → Present

- Supervised precinct set-up and shutdown of electronic pollbooks, enabling 2,000+ votes daily at an early satellite location.
- Validated 600+ local voters' status by inspecting identification documents against 30,000+ electronic voter registration records.
- Oversaw legal documentation and cross-checks of 4 devices.

VISUAL DESIGNER • REMOTE

OUT IN TECH DIGITAL CORPS 2021 • June 2021

- Designed visual assets and copy with a team of 10+ volunteers, building a 4-page WordPress site for **Glyphic Biotechnologies**
- Interviewed 2 executives to define website goals; assisted in creating content for 3 site sections and a project style guide.

OFFICE MANAGER • VIRGINIA BEACH, VA

AL-ANON SERVICE CENTER OF TIDEWATER • 2021 → 2019

- Recruited, trained, and scheduled 7 staff members for administrative tasks and order fulfillment.
- Managed product inventory of 10,000+ items and supervised ordering resources in adherence to the operational budget.

PROFILE

I use aesthetic intuition, research, and visual design strategy to create digital assets for organizations that communicate their value to the world.

EDUCATION

VISUAL DESIGN/UX STUDIES

INTERACTION DESIGN FOUNDATION (IXDF)

VISUAL DESIGN/UX PROGRAM
SKILLCRUSH

MASTER'S OF FINE ARTS (M.F.A.) PAINTING
AMERICAN UNIVERSITY

BACHELOR'S OF ARTS (B.A.) STUDIO ARTS
MARY BALDWIN UNIVERSITY

SKILLS

BRAND IDENTITY DESIGN
DIGITAL MARKETING DESIGN
GIT & VERSION CONTROL
HTML & CSS
LOGO & ICON DESIGN
PHOTO EDITING
PRINT DESIGN
SITE MAPS & WIREFRAMING
SOCIAL MEDIA CONTENT
UI / WEB DESIGN

TOOLBOX

FIGMA
ADOBE XD
ADOBE PHOTOSHOP
ADOBE LIGHTROOM
ADOBE ILLUSTRATOR
ADOBE INDESIGN
ADOBE EXPRESS
PLAYBOOK