

# 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** • NORFOLK, VA/REMOTE

**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 poll books, 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** • NEW YORK CITY, NY/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**

**VISUAL DESIGN & UI/UX DESIGN PROGRAMS**  
**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 DESIGN  
WEB DESIGN

## TOOLBOX

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