



VICTORIA O'DELL

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EXPERIENCE

FREELANCE DESIGNER

Victoria O'Dell Design | Austin, Texas | 12.14-present

- Worked with PPTXV to create rapid response social media graphics during 2015 election season
- Logo creation for Ain't Misbehaving Pet Training
- Infographic design for Media Awareness Project and State Representative Mary Gonzalez

GRAPHIC DESIGNER

Yogurt in Love | San Marcos, Texas | 12.12-7.15

- Design promotional and in-store graphics for services and special deals(catering, birthdays, etc.)
- Implement and assist in marketing decisions and promotions to bring in new customers

GRAPHIC DESIGNER

TXST Health Center | San Marcos, Texas | 05.13-05.15

- Updated and upkept all design files
- Developed, ordered, and printed posters, one-pagers, hand outs, and ads for event and student resource promotion
- Maintained webpage using Gato system

DIGITAL DESIGN INTERN

Progress Texas | Austin, Texas | 05.14-08.14

- Developed blog imagery, Facebook graphics, and infographics to support political campaigns
- Logo creation for Fightbacktx.com and collaboration on website layout and design

VOLUNTEER

DIRECTOR OF MARKETING

Open Austin | Austin, Texas | 8.15-present

- Create graphic support for meetup and events to increase engagement and interest in hack nights
- Schedule post and maintain Twitter and Facebook
- Collaborate with website redesign team for visual and ux overhaul of Open Austin website

DIRECTOR OF MARKETING

IgAustinTexas | Austin, Texas | 6.15-present

- Plan best strategy for promoting Instameets and hangouts in the creative community

2.0 PROJECT MEMBER

Fwd.us | Austin, Texas | 6.15-present

- Member of the storyboard team responsible for creation of storyboards to be used as reference for video campaign
- Provide feedback and ideas for marketing and design of microsite and video campaign

MEDIA AMBASSADOR

Planned Parenthood | Austin, Texas | 6.14-present

- Share and create post to shape the narrative of Planned Parenthood in Texas
- Support Legigation team by lobbying

EDUCATION

Texas State University- San Marcos, Texas
B.F.A. Communication Design

Former co-president and communication officer of Feminists United at Texas State. Was responsible for rebranding the club and implementing strategy that would grow the club by 3x its membership

KNOWLEDGE IN

Photoshop cc
Illustrator cc
InDesign cc
HTML5 & CSS3
TweetDeck
Google Analytics

Mac and PC
Sketching
Presentation
Powerpoint and Word
Google online tools

CURRENTLY I'M

Joining Meetups for marketing, user experience, development, and tech. Participating in a Human-Centered Design course by Acumen and IDEO with a ux designer and computer science student. And navigating and managing freelance work and various volunteer activities.