VICTORIA ROSS

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Education

University of Waterloo
Candidate for Bachelor of Arts
Fine Arts and Business Major
with Digital Arts Specialization

Programs and Software

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Lightroom
Adobe Xd
Adobe After Effects
Figma
Autodesk Sketchbook
Procreate for iPad

Hobbies and Interests

Ultimate Frisbee
Hiking/Travel
Dance
Music
Analog Photography
Reading

Summary of Qualifications

- Proficiency in Adobe Creative Suite and related design software
- Fluent in UI development and design using html, css and wireframing to create unified user interactions
- Proven multidisciplinary teamwork, project management, organization, problem solving skills, and willingness to learn new skills
- Extremely adaptable to changing workplace environments with consistent results

Relevant Experience

University of Waterloo - Design Assistant (January 2020 - April 2020)
- Used Adobe InDesign and Adobe Illustrator to create graphic content for print and digital usage while following and maintaining brand guidelines
- Individually led a complete redesign and the annual parent calendar to create a fresh new print piece
- Updated existing graphic content with new and relevant information

ImPrint Publications - Graphics Editor (July 2019 - Present)
- Created and designed original graphics to enhance and accompany weekly ImPrint news articles
- Led constructive discussions on layout and copy edits
- Hand selected to showcase personal works in ImPrint's artist spotlight

StarterHacks - Marketing Team Lead Photographer (May 2019 - January 2020)
- Used Adobe Photoshop and Adobe Lightroom to oversee final edits and retouches for event photography
- Oversaw event photography team to ensure successful event coverage
- Managed and organized team headshot session as well as prepare final edits for each team member

Relevant Projects

Logo Design
- Collaborated closely with small startup company to design and conceptualize a final logo

Album Design
- Worked alongside a small hip hop group to design and conceptualize cover art for a new release

Personal Website Development
- Using personal and academic resources to build a seamless and professional website using html, css, and github

Mural Designer
- Recruited by Thinktum Inc. to design and paint a large scale mural in their Waterloo office

Related Coursework

FINE229 - Hybrid Digital Media
- Studio course designed to explore digital software and technology and its application in contemporary art practices

CS200 - Introduction to Advanced Computer Concepts
- Lecture and labratory course with a focus in exploring and introducing key computer concepts relating to social media, scripting, word processing, graphics, and database management

FINE228 - Digital Imaging
- Studio course introducing digital imaging and editing software with an emphasis on photography, design, and typography