VICTORIA ROSS
Arts and Business – Fine Arts Major with Digital Art Specialization
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SUMMARY

- Proven multi-disciplinary teamwork, project management, organization and problem-solving skills
- Rapid concept generation ability through design process
- Creative contemporary design aesthetic sensitivity
- Proficiency in Autodesk Sketchbook, Adobe Creative Suite (Photoshop, Lightroom, Illustrator)
- Fluent in web UI development using HTML and CSS to create unified user interactions

RELEVANT EXPERIENCE

Imprint Publications – *Graphics Editor*   July 2019 – Present
- Created and designed original graphics using Sketchbook to enhance weekly Imprint news articles
- Led constructive discussions on edits and improvements, as well as draft upcoming graphic designs
- Hand selected to showcase personal artworks on Imprint's artist page

Waterloo Orientation – *Media Team Leader*   July 2019 – September 2019
- Generated and gathered social media content using photography and videography to capture campus wide orientation events
- Oversaw all aspects of post-production, from editing pictures and using software to manipulate final picture
- Managed "UwaterlooLife" social media accounts to provide informative and exciting posts for students

StarterHacks – *Marketing Team Lead Photographer*   May 2019 – Present
- Constructed and managed team headshot schedule for upcoming season to showcase the 2020 event organizing team
- Discussed action items and brainstorm social media and website content with marketing team
- Oversaw event photography team to ensure successful shot list and event coverage

RELEVANT COURSEWORK AND PROJECTS

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

CS200 – Introduction to Advanced Computer Concepts
- Lecture and lab course with a focus on 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

Personal Portfolio Development
- Using personal and academic resources to build a professional and diverse body of work

Personal Website Development
- Learning and applying html, CSS, and JavaScript techniques to develop personal website for professional development

ADDITIONAL EXPERIENCE AND QUALIFICATIONS

University of Waterloo – Residence Ambassador   May 2019 – July 2019
- Engaged and communicated with prospective families and students to inform them about residence living and academics

Mississauga Sport and Social Club – Event Coordinator   April 2017 – August 2018
- Ensured a safe and welcoming environment by attentively engaging and communicating with league members on site

Mentor College Senior Art Show – Design Head   September 2017 – May 2018
- Designed a cohesive aesthetic presentation for the senior art show through communication, collaboration, and leadership

Longos Supermarket – Cashier   May 2016 – September 2016
- Efficiently processed transactions by having an organized and well-rehearsed check-out routine