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Education

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

Tools and Software

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Lightroom
Adobe Xd
Adobe After Effects
Figma
Autodesk Sketchbook
Procreate for iPad
Microsoft Office Suite
HTML, CSS

Hobbies and Interests

Ultimate Frisbee
Hiking/Travel
Dance
Music
Analog Photography
Reading

Relevant Coursework

ENGL210F - Genres of Business
Writing and Communication
DAC200 - Designing Digital Video
FINE229 - Hybrid Digital Media
CS200 - Introduction to Advanced
Computer Concepts
FINE228 - Digital Imaging

VICTORIA ROSS

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

University of Waterloo Orientation - Media Team Leader (July 2019 - September 2019)

- Provided live event coverage through @UWaterlooLife Instagram, Twitter, and Facebook social media channels to boost engagement throughout orientation programming
- Used Adobe Photoshop and Adobe Lightroom to organize and edit high quality photos taken during various orientation events and programs
- Oversaw and managed social media and photography media teams to ensure consistent attendance and coverage through orientation

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