

VICTORIA WU

GRAPHIC DESIGNER

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347-699-9264

EDUCATION

Carnegie Mellon University
B.S. Decision and
Social Sciences

Shillington School of Design
Graphic Design Intensive

SKILLS

Adobe Creative Suite:
Photoshop, Illustrator,
InDesign, Premiere,
After Effects, XD)
Figma

Web + Social Design
Branding
Illustration
Animation/GIFs
Video Editing
Retouching
Packaging

EXPERIENCE

Verb Products **May 2021- Present**
Digital Graphic Designer

Worked on several product launch campaigns as lead digital designer, creating homepages, landing pages, web banners, email+ SMS series, social assets, and paid advertisements.

Developed various digital assets for Ecommerce + Retailers (Amazon, Sephora, Ulta, etc.) resulting in steady revenue, often exceeding projected sales numbers.

Re-designed verbproducts.com product pages as part of a major website redesign team project.

Assisted with product and model photography shoots.

Il Makiage **Mar 2019- Nov 2019**
Graphic Designer

Created marketing assets for a cosmetics startup, including e-mails, social assets, illustrations, and paid advertisements

Edited videos and utilized simple motion graphics to create engaging educational beauty content.

Worked with a small team to shoot in-house product content (swatches, flatlays, etc.)

Motto **Dec 2018- Mar 2019**
Junior Branding Designer

Develop branding identities and collateral for various clients, ranging from startups to big corporations such as Blue Sky Studios/Fox.

Design moodboards and presentations, while researching and collecting competitive analyses.

Work on several pitches, providing various iterations of logos, iconography, illustrations and proposed packaging.

Daggerwing Health **Mar 2016- Dec 2018**
Copywriter

Wrote creative copy for a range of print and digital assets for pharma brands (Merck, Pfizer) Utilized a range of copy voices, following brand guidelines.