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Education

University of Waterloo
Fine Arts and Business Major
with Digital Arts Specialization

Tools and Software

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

Hobbies and Interests

Analog Photography
Reading
Ultimate Frisbee
Hiking/Travel
Dance
Music

Relevant Coursework

FINE229 - Hybrid Digital Media
FINE228 - Digital Imaging
CS200 - Introduction to Advanced
Computer Concepts
DAC202 - Designing Digital Video
ENGL210F - Genres of Business
Communication and Writing

VICTORIA ROSS

Summary of Qualifications

- Proficiency in Adobe Creative Suite and related design software
- Familiar with 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
- Quick to adapt to changing workplace environments with proven high quality 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 of the annual parent calendar to create a fresh new print piece
- Updated existing graphic content using Adobe Creative Suite to display relevant and up-to-date information for students and campus partners

ImPrint Publications - Graphics Editor (July 2019 - Present)

- Designed and created original graphics using Adobe Illustrator and Procreate for iPad to enhance and accompany weekly ImPrint news articles
- Led constructive team discussions, ensuring equal participation to allow a variety of ideas on layout and copy edits
- Hand selected to showcase personal works in ImPrint's artist spotlight

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 for online distribution and social media usage
- Led and worked alongside photography and social Media teammates to ensure thorough orientation coverage and engagement

StarterHacks - Marketing Team Lead Photographer (May 2019 - January 2020)

- Used Adobe Photoshop and Adobe Lightroom to review final edits and retouches for event photography
- Oversaw event photography team using pre-planned positioning and shifts to ensure successful coverage
- Organized team headshot session to showcase the new StarterHacks 2020 team

Relevant Projects

Logo Design

- Collaborated closely with small startup company to conceptualize and design 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 to boost morale and brand identity