VICTORIA A DAVIS

GRAPHIC DESIGNER

CONTACT

📱 845-659-6410

✉ Victoria.a.davis813@gmail.com

🌐 victoriadavis.design

SKILLS

Adobe Creative Suite
(Illustrator/Indesign/Photoshop)

Typography

Layout Design

Branding

SketchUp

V-Ray / Lumion

Mac/PC Platforms

Time Management

EDUCATION

Bachelor of Fine Arts,
Visual Presentation and Exhibition Design

Fashion Institute of Technology

2019-2021

Minors: Art History, Psychology

Associates in Applied Science,
Communication Design

Fashion Institute of Technology

2017-2019

LANGUAGES

English ▬▬▬▬▬▬▬▬▬▬▬▬▬

Polish ▬▬▬▬▬▬▬▬▬

WORK EXPERIENCE

Graphic Designer, Visual Merchandising

Calvin Klein   April 2022 - Present

- Create all 3D renderings used by stores for seasonal execution.
- Photograph and edit all images for communication and direction.
- Responsible for designing and executing documents and supporting material for retail direction.
- Film and edit video content including but not limited to styling guides, product knowledge, and floorset guides.
- Designed Visual Merchandising Standards Guide for Calvin Klein North American Retail. Oversaw project from start to finish. Worked with other departments and teams to organize information.

Production Designer

Tzumi Electronics   June 2021 - April 2022

- Worked on designs related to package design, manuals, store displays, and collateral throughout the entire production process.
- Concepted and managed the creation of a beauty product line. Oversaw development of packaging, manuals, and product.
- Prepared and released files to vendors.
- Assisted in maintaining server, folder, and file organization.

Communications Inter

Ron Fogel & Associates   Feb 2021 - May 2021

- Designed product-specific fliers
- Assisted with the design and construction of demo room, new tech lab testing boards, portable demo kits, and trade show booths for future use
- Assisted sales department with data entry
- Assisted with social media presence

Freelance Graphic Designer

Fiverr   June 2019 - Feb 2021

- Created brochures and manuals for a variety of different companies
- Designed custom graphics and logos for brands
- Sourced and edited photos
- Researched design trends