



VICTORIA FRALEY-HOGG

Graphic Designer

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SUMMARY

Enthusiastic and detail oriented Graphic Designer with 6 years of professional design experience creating print and web marketing material to simplify user experience. Proficient in Adobe CC and Windows and Mac OS operating systems.

PROFESSIONAL EXPERIENCE

Graphic Designer, Health Connective, New Orleans, LA (Remote) | *September 2021 - Present*

- Design, code and test email communications and create Outlook template for client to send out
- Create material to be used at trade shows
- Update files and illustrations to match current brand standards
- Clean up presentations using specified templates
- Design graphics for social media and blog posts
- Collaborate with a team to design PowerPoints, emails, logos, and print material for clients
- Edit transitions, graphics, voiceovers, music, and sound to create high-quality videos

Graphic Designer, Carlisle Construction Materials, Carlisle, PA | *June 2019 - May 2020*

Department was cut back as a result of COVID-19

- Created and updated technical data sheets and product labels for 13 brands following brand standards incorporating input from the Senior Graphic Designer
- Designed graphics for social media
- Worked with a team to design print and web material for company sales meetings and programs based on logos which reflected corporate vision and goals
- Designed graphics for and cleaned up presentations under very tight timelines
- Worked with internal and external print shops to produce data sheets, brochures, and various event materials

Graphic Designer, DreamLine Shower, Warminster, PA | *March 2016 - May 2019*

- Designed catalogs, flyers, postcards and PowerPoint presentations for Sales Departments
- Produced 96+ reusable branded and co-branded web banners in 12 different sizes
- Spearheaded and executed coding emails in a more efficient manner for mass production
- Collaborated on projects to create layouts and images for written online content
- Assigned room scenes and managed 3D artists during production

Freelance Graphic Designer, Villari's Self Defense Center, Chalfont, PA | *May 2009 - Present*

- Worked on projects with Chief Instructor/Owner from concept to completion
- Designed t-shirts worn by participants at annual fundraisers
- Created posters and handouts to promote upcoming events and sales that support the Center's brand

EDUCATION

Philadelphia University, Philadelphia, PA

Kanbar College of Design, Engineering, and Commerce

Bachelor of Science, May 2015

Major in Graphic Design Communication

Additional studies in Photography

SKILLS AND ABILITIES

- **Adobe:** InDesign, Illustrator, Photoshop, Dreamweaver, Dimension, Premiere Rush, Animate
- **Microsoft:** PowerPoint, Word, Excel, Outlook,
- **Email:** MailChimp, Constant Contact, Litmus
- **Web:** Squarespace, Wordpress, CSS, HTML
- Typography, Organization, Creative Brainstorming, Photography, Problem-solving, Positivity

AWARDS

- **Chaste Treasure T-Shirt Design Competition**, Winner, March 2017

ACTIVITIES

- **Lead Graffiti Workshop**, Learned to typeset and use a letterpress to design a book, 2013
- **Martial Arts Instructor**, Villari's Self Defense Center, April 2016-Present
- **Founding Member Villari's Chalfont Demo Team**, Founded June 2009
- **5th Degree Black Belt Martial Artist**, Villari's Self Defence Center, July 1998-Present