



## VICTORIA FRALEY-HOGG

**Graphic Designer**

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215.589.3353

### SUMMARY

Enthusiastic and detail oriented Graphic Designer with 9 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*

- Build, design and maintain client websites
- 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
- 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 Pro, After Effects
- **Microsoft:** PowerPoint, Word, Excel, Outlook
- **Email:** MailChimp, Constant Contact, Litmus
- **Web:** Wordpress, Squarespace, CSS, HTML
- **Programs:** Figma, Sketch, Sublime
- 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