

# VICTORIA VILLARREAL

## CONTACT /

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## EDUCATION /

### DePaul University School of Design

Class of Fall 2018  
BFA in Graphic Design

## SKILLS /

Multitasking  
Design thinking  
Brand Strategy  
Communication  
Teamwork  
Presentation  
Client Relations  
Shopper Marketing  
Experiential Marketing  
Concept Development  
Ideation  
Creative Problem Solving  
Project Management  
Social Media  
Storyboarding  
Photo & Video Direction  
Print & Digital Design  
3D Display Design  
Typography  
Painting  
Illustration

## PROGRAMS /

Adobe Suite  
Microsoft Suite  
Google Suite

## WORK EXPERIENCE /

### Art Director

Mosaic | Chicago, IL  
May 2022- July 2024

Executing digital content, including brand pages, banner ads, and social media, as well as in-store print designs for national retailers. Leading art direction at photo-shoots both on set and virtually.

Clients | Starbucks, Gerber, Nescafé, Tabasco, Chelan Fresh (Sugarbee Apples, Rockit Apples)

### Associate Art Director

Mosaic | Chicago, IL  
Dec 2019- May 2022

Executing digital content, including brand pages, banner ads, and social media, as well as in-store print designs for national retailers. Transitioned to leading art direction at photo-shoots both on set and virtually.

Clients | Starbucks, Impossible Foods, Chelan Fresh (Sugarbee Apples, Rockit Apples)

### Art Director Intern

Mosaic | Chicago, IL  
Jun 2019- Dec 2019

Assisted Art Directors in executing digital and in-store print designs for national retailers. Supported art direction at photo-shoots both on set and virtually.

Clients | Starbucks

### Graphic Design Intern

Xsport Fitness | Chicago, IL  
Sept 2018- Jan 2019

My job at Xsport was to assist the senior designer with print and digital designs for all Xsport locations. Other work consisted of modifying existing designs and administrative tasks.

### Graphic Design Intern

NextMe Inc. | Chicago, IL  
Sept 2016- Apr 2017

My job at Nextme was to create creative content for their wait-list app. The design work consisted of creating new content, design elements to the app, and redesigning existing content.

### Graphic Design Intern

Open Source Technology Improvement Fund | Chicago, IL  
Oct 2016- Dec 2016

My job at OSTIF was to assist in simplifying their website through design.

### Freelance Designer

Foxy's Ice Cream | Yorkville, IL  
Apr 2014- Jun 2017

I was commissioned to redesign their menu. I also completed small projects such as, poster designs and brochures. Foxy's Ice Cream is a fun family own business and my job was to help brand their business.