



VICTORIA LEE

Graphic & Web Designer

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PROFILE

I have more than 20 years of experience in graphic and web design. I possess a wide range of print and digital design expertise from implementing corporate and brand identities to conceptualizing and designing advertisements, web pages, and company literature. I have also developed and created innovative designs for a variety of marketing and promotional materials.

WORK EXPERIENCE

GRAPHIC SUPPORT SPECIALIST II

2014 - 2020

SKYLINE EXHIBITS / EAGAN, MN

- Work directly with clients and sales reps to create and proof new large format graphic designs for trade shows and other venues
- Analyzing and troubleshooting issues with digital art files
- Preflighting and preparing files for graphic output
- Create custom templates for customers to setup their own artwork
- Designing & recreation of logos using Illustrator
- Enhancing and color correcting photos in Photoshop
- Reading CAD drawings to understand graphic placement in a 3d environment

GRAPHIC / WEB DESIGNER

2006 - 2014

LASX INDUSTRIES, INC. / WHITE BEAR LAKE, MN

- Designed and executed graphic elements for trade show booths, collateral materials and advertisements
- Ensured the consistent implementation of brand graphic standards.
- Designed and maintained responsive websites for LasX Industries, Inc. and FlexPak Services for 8 years
- Managed marketing projects from concept to completion
- Attended press checks to ensure accuracy of color and position
- Designed Illustrator logos and artwork for laser cut marketing materials – increased earnings in 2012

Designed laser cut brochures that won Gold and Silver in FSEA'S 2009 Gold Leaf Awards, and 2010 Peak Award and Honored for best use of laser cutting at the 20th Annual FSEA Gold Leaf Awards in 2013

WORK EXPERIENCE CONTINUED

GRAPHIC DESIGNER

1986 - 2006

HARLAND CLARKE (formerly Liberty Enterprises, Inc.) MOUNDS VIEW, MN

- Designed and executed graphic elements for trade show booths, collateral materials and advertisements
- Designed checks, brochures, flyers, and check box inserts
- Designed address labels – increased earnings by 92% in 2002
- Re-drew logos in Illustrator for card holders and checkbook covers
- Designed logos and point-of-sales pieces
- Enhancing and color correcting photos in Photoshop
- Conceptualized, developed and created innovative designs for brochures and direct mail pieces
- Implemented corporate and brand identity for graphics, design and art
- Managed layout and design of Torch, and employee newsletter for Liberty
- Press checks to ensure accuracy of color and position for printed pieces

GRAPHIC SPECIALIST, TEAM LEAD

HARLAND CLARKE (formerly Liberty Enterprises, Inc.) MOUNDS VIEW, MN

- Implemented new ideas and streamlined department workload, for 3 years
- Designed point-of-sale pieces to display at credit union
- Designed inserts for account statements, promoting loans and credit union services
- Designed comprehensive sales tool for sales representative to present products to credit unions

EDUCATION

A.A.S. MULTIMEDIA COMPUTER GRAPHICS

MARCH 2003

MINNESOTA SCHOOL OF COMPUTER IMAGING A DIVISION OF GLOBE COLLEGE / OAKDALE, MN

SOFTWARE SKILLS

- Graphic Design
- Adobe Illustrator CC
- Adobe Photoshop CC
- Adobe InDesign CC
- Adobe Dreamweaver CC
- Adobe Acrobat
- HTML
- Microsoft Word
- Microsoft Excel

REFERENCES AVAILABLE UPON REQUEST