

# VICTORIA ODSO

linkedin.com/in/victoriaodson | victoriaodson.com

## EDUCATION

**Bachelor of Fine Arts (BFA), Studio Art, Graphic Design Emphasis (2004 –2006)**

Michigan State University, East Lansing, MI

**Associate of Applied Science, Digital Imaging/Prepress Technology (1999 –2001)**

Linn-Benton Community College, Albany, OR

## TECHNICAL PROFICIENCY

- Adobe Creative Suite: Indesign, Illustrator, Photoshop, Dreamweaver, Acrobat Professional, Muse, Bridge, Fireworks, Lightroom, Media Encoder, and Animate
- Web Standard Practices: HTML5, CSS3, user interface/experience design principles
- Website development processes including planning, design, development, and testing
- Web accessibility concepts and methods
- Training and support of clients to maintain standards compliant website
- CMS platforms: WordPress, WooCommerce, Joomla, Drupal, and DotNetNuke
- LMS: Blackboard, Moodle, Canvas
- eLearning content software: Captivate, Camtasia
- Microsoft Office

## PROFESSIONAL EXPERIENCE

**Web/Graphic Designer**

**March 2014 – Present**

Gardenland, Outdoor Power Equipment Retailer, Campbell, CA

- Built and maintain mobile and responsive E-commerce site using CMS software WooCommerce
- Develop and design marketing campaign materials to increase sales profits and customer base: e-newsletters, digital ads, flyers, web ads, Google ads, postcards, and in-store signage
- Established content management workflow, marketing file organization, and standard brand style guide practices

**Senior Digital Marketing Designer**

**July 2018 – January 2019**

College of Extended Learning at San Francisco State University, San Francisco, CA

- Provided project management, creative concepts, graphic design, and production in support of the college
- Created visual concepts, using computer software or by hand, to communicate ideas that captivated the target audience
- Developed the overall layout and production design for various applications such as advertisements, brochures, and presentations
- Supported the development and evaluation of effective marketing and communications strategies and techniques

**Graphic Designer III**

**July 2012 – August 2017**

San Francisco State University, ORSP Caltrans Research Project, San Francisco, CA

- Designed graphics, maps, illustrations, and graphs for technical reports & research poster presentations
- Prepared print-ready and digital interactive files that met Caltrans branding standards
- Managed photo library using Lightroom: collections, stacking, ratings, meta tag, keyword, flags, and color labels
- Developed and coordinated printing budget, kept a record of quotes and invoices

## **Marketing & IT Manager**

**April 2016 – November 2016**

First Pacific Group, San Francisco, CA

- Managed company's 13 social media, Google Business, Yelp, LMS Feeds
- Designed custom collateral material for the companies thirteen properties
- Provided support for PC desktop computers in person and remotely
- Provided network and content management support for Entrata (Online Applications, Residents Portal, 13 websites, Yardi (Resident Correspondence), Accounting (Visa Recaps), Onsite (Background Check, Lease Generation)
- Directed and resolved networking issues at a site level
- Maintained confidentiality and discretion when working with password-protected information
- Managed production: printer selection, price bid quotes, prepress, shipping, and delivery
- Provided printer support and maintenance

## **Senior Graphic/Web Designer**

**September 2015 – April 2016**

D&A Communications, San Francisco, CA

- Collaborated with project managers to develop public awareness campaigns for clients (e.g., BART, SFMTA)
- Created collateral materials and branding for print, website (HTML5, CSS3, CMS), and social media
- Organized and managed marketing production process
- Developed marketing file organization and standard brand style guide practices

## **Creative Coordinator/Graphic Designer**

**January 2006 – October 2015**

Michigan Virtual University, East Lansing, MI

- Designed large-scale public displays, billboards, posters, created reports, brochures, flyers, and handbooks
- Designed logos, infographics, packaging, web-banners, mini-web pages, and web-layouts
- Developed a design proofing system that increased production efficiency and client satisfaction
- Developed marketing file organization and standard brand style guide practices

## **Graphic Designer**

**October 2013 – March 2015**

Bay City Guide, San Francisco, CA

- Implemented and maintained style guides for "Bay City Guide" publication; made, reviewed, and placed ads
- Published a digital version of the guide to Issuu and updated the HTML website

## **Graphic Designer**

**June 2012 – February 2013**

Hot Pink, Ink, Rapid City, South Dakota

- Designed corporate advertisements and branding
- Created logos, infographics, graphics, website, and style guide

## **Graphic Designer**

**March 2011 – June 2012**

City & County of San Francisco Recreation & Parks Department, San Francisco, CA

- Developed a comprehensive portfolio of public-facing documents pertaining to the newly renovated Small Craft Harbor Marina
- Managed multiple projects including Harvey Milk Recreational Center's collateral materials

## **Graphic Designer and Pre-Press Technician**

**August 2010 – December 2010**

Copymat, San Francisco, CA

- Handled stripping and imposition for printing
- Conducted quality check – proofing and printed custom digital files

## **Graphic Designer**

**September 2006 – June 2007**

Michigan State University, East Lansing, MI

- Assisted in layouts, illustrations, and computer graphics design to advertise to students living on campus
- Prepare print-ready files

## **Graphic Designer and Pre-Press Technician**

**January 2004 – September 2006**

Michigan State University Printing, East Lansing, MI

- Designed posters, displays, and flyers
- Performed imposing for offset and digital printing

## **VENDOR-CONTRACTS**

**Odson Designs, San Francisco, CA**

**October 2009 – Present**

Provided graphic and/or web design services for the following clients:

- San Francisco State University
  - Administration and Finance
  - Department of Recreation, Parks, and Tourism
  - Institute for Civic and Community Engagement
  - Pacific Leadership Institute
- AltruVistas
- Authentic Cultural Adventures
- Bay Ash Scattering
- Bay City Guide
- Bertie County Recreation
- California African American Museum
- ECPAT
- Garden Vision
- Lauren Winter West
- Lisa Gillmore Election Campaign for Santa Clara Mayor 2018
- Lugnuts
- Mary Joy Tattoo
- Older Women's League (OWL)
- Patrick Nikolai Election Campaign for Chief of Poice Santa Clara 2020
- Made by Dolly
- MileHi CSI
- M2R Group
- Nancy Biagini Election Campaign for Santa Clara City Council 2019
- Plug In America
- Rodent Target Protection
- Roti
- SF Score
- SFRPD
- SoccerKraze
- Sierra Home Improvment
- UC Davis Medical Center