

# VICTORIA ODSO

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## 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

**ITC/Web and User Experience Designer (October 2020 – Present)**

**October 2020 – Present**

San Francisco State University, San Francisco, CA

Supports Faculty Affairs units in establishing intuitive content management workflows, including content development, approvals, and publishing processes in web, mobile and print environments; designs and develops cohesive web and mobile environments and print collateral that meet University and industry standards for accessibility, branding, graphics, usability, and best practices for delivering information and experiences online and in print; and administers supporting communication environments, such as electronic newsletter campaigns, digital badging, and virtual event registration and delivery platforms. Incumbents should have strong digital graphics skills and be able to author accessible, modern HTML and CSS templates, themes, or pages.

**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