

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

Digital Communications Specialist

August 2022 – Present

Radiology Department, University of California San Francisco, San Francisco, CA

Project manager for the communications unit to deliver high quality products with the desired message. Design and produce visual and digital communications for website or social media. It also involves producing, planning, scheduling, and coordinating the production of visual resources for digital materials and/or electronic newsletters, reports, promotional, and other collateral materials.

Online Marketing Specialist

May– August 2022

Library, University of California San Francisco, San Francisco, CA

Provide University-wide web and design support e.g, newsletter compilation and distribution, news post editing in WordPress, social media, digital and physical signage, graphic design and general copy editing.

Freelance Web/Graphic Designer

March 2014 – 2019

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, production, procurement & photography projects in support of the college
- Created visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate 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
- MileHi CSI
- M2R Group
- Nancy Biagini Election Campaign for Santa Clara City Council 2019
- Plug In America
- Rodent Target Protection
- Roti
- SF Score
- SFRPD
- UC Davis Medical Center