



CONTACT ME



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Arizona



EDUCATION

ARIZONA STATE UNIVERSITY

BAS IN GRAPHIC INFORMATION TECHNOLOGY
EMPHASIS ON INTERNET AND WEB DEVELOPMENT
2016– 2017

COCONINO COMMUNITY COLLEGE

ASSOCIATES IN COMPUTER SCIENCE
2012 – 2015



SKILLS

Design & Creative

Photoshop
Illustrator
InDesign
Lightroom
Figma

Social Media

Instagram
Facebook
LinkedIn
TikTok

Web & Coding

HTML
CSS
UX/UI Design
Amazon

Marketing Tools

Klaviyo
Canto
Keap

Other

Photography
Brand Guidelines
Project Leadership

KEY HIGHLIGHTS

- Created email, web, ads, and social content — including a Black Friday campaign driving \$4M of \$8M sales.
- Led Disney and WIZARDING World campaigns, handling design, photography, and production.
- Designed all marketing and new website layouts for merging four stores into one flagship location.

VICTORIA. FOX

GRAPHIC DESIGNER



ABOUT ME

Dynamic and results-driven Senior Graphic Designer with 7+ years of experience commanding high-profile design initiatives across web, print, social, and email. Recognized for driving record-breaking campaigns and elevating user experiences through bold creative vision and sharp execution. Adept in design, UX/UI, and front-end coding, with a proven history of leading projects for powerhouse brands including Disney, Nintendo, and WIZARDING World. I thrive at the intersection of creativity and strategy—delivering designs that captivate, convert, and consistently exceed business goals.



JOB EXPERIENCE

SENIOR GRAPHIC DESIGNER

2020–2025

Flooring Inc.

- Commanded creative strategy and execution for email, web, ads, and social campaigns, doubling revenue during Black Friday from \$4M to \$8M.
- Led end-to-end design of a flagship e-commerce launch, merging four stores into one unified online experience.
- Directed cross-functional teams across marketing, UX, and development to deliver on-time, high-performing campaigns.
- Elevated product UX/UI through coding, optimization, and user-first design, driving measurable conversion rate increases.
- Maintained ironclad brand consistency while scaling output across digital and print channels.

PHOTOGRAPHER – GRAPHIC DESIGNER

2018 –2020

Bumkins

- Directed digital, print, email, and trade show design for licensed global brands, including Disney and Nintendo.
- Orchestrated photography and retouching workflows to meet stringent brand guidelines while elevating visual impact.
- Retouched images for lighting, color, and cutouts to meet high-quality standards for in-house and licensed products.

GRAPHIC ARTIST

2017–2018

Arizona Daily Sun

- Spearheaded design of print and digital ads, transforming client concepts into high-visibility campaigns.
- Drove consistency and quality across publications through expert proofreading, production, and client collaboration.