

VICTORIA SANDERS

CORE SKILLS

GRAPHIC DESIGN

- Brand Identity
- Typography · Illustration
- Presentation Design
- Visual Mockups
- Print Layout
- Packaging Design

WEB DESIGN

- HTML · CSS · Hosting/DNS
- UI & Responsive Design
- WordPress · Webflow
- Forms & Integrations
- Website Maintenance
- Technical Troubleshooting
- CMS Configuration

PRODUCTION

- Print-Ready Artwork
- Bleeds & Dielines
- Color Preparation
- PDF Production
- Printer Specifications

COORDINATION

- Requirements Gathering
- Concept Presentations
- Client Communication
- Project Coordination
- Documentation
- Asset Management
- Quality Control

SOFTWARE

- Adobe Creative Cloud
Illustrator · Photoshop
InDesign · Fresco · Acrobat

Microsoft 365

Google Workspace

GRAPHIC & WEB DESIGNER

Creative Problem Solver

SUMMARY

Multidisciplinary designer with 20+ years of experience in brand identity, graphic design, print production, and web development. Combines creative problem-solving with technical skills to develop effective visual and functional solutions. Experienced in client collaboration, project coordination, and managing work from concept through delivery.

EXPERIENCE

DESIGNER & WEB DEVELOPER

Self-Employed | 2005 - Present

- Design and produce brand identities, packaging, print materials, illustrations, presentations, and digital assets.
 - Design and develop responsive websites using HTML, CSS, WordPress, Webflow, and other content management platforms.
 - Configure custom CMS structures, implement website functionality, and troubleshoot technical issues.
 - Prepare production-ready artwork for print and digital applications, ensuring accurate specifications, color settings, and file exports.
 - Collaborate directly with clients to define requirements, present concepts, incorporate feedback, and refine solutions.
 - Manage projects from concept through delivery, including planning, scheduling, approvals, documentation, and organized asset handoff.
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SALES ASSOCIATE

Athleta | 5/25 - Present

- Provide personalized customer service, explain product features, and resolve customer needs in a fast-paced retail environment.
 - Collaborate with team members to support daily operations, merchandising, and customer experience.
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ASSISTANT TO VENUE MANAGER

Lux Vita Events | 1/25 - 7/2025

- Coordinated client communication, administrative tasks, and event logistics in a deadline-driven environment.
 - Produced marketing content, maintained client records, and supported event preparation and operations.
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EDUCATION

Bachelor of Fine Arts, Graphic Design
Magna Cum Laude

University of Texas Rio Grande Valley
Edinburg, Texas | 2009