

education

UNIVERSITY OF CINCINNATI *cincinnati, ohio*
college of Design, Architecture, Art, and Planning
b.s. of graphic design, class of 2012, g.p.a 3.7

skills

computer: Adobe Creative Suite (InDesign, Illustrator, Photoshop, Dreamweaver), CAD, Sketch up, basic html coding, WordPress, Microsoft Office, iwork, digital slr camera.

traditional: hand sketching concepts, letterpress printing, screen printing, advanced garment construction, film 35mm camera, traditional darkroom.

publications

Design Elements, Form and Space: A Graphic Style Manual for Understanding Structure and Design by Dennis Puhalla, PhD.

How Magazine, November 2014

experience

SELF-EMPLOYEED *cincinnati, ohio*

current, freelance graphic designer
Managing various clients. Designing logos and branded elements. Writing brand guidelines. Designing pieces within pre-existing brand guidelines.

CINCINNATI ART MUSEUM *cincinnati, ohio*

march 2015–current, design manager, full time
Overseeing internal brand standards, designing inter-museum collateral including but not limited to: exhibit artwork labels, exhibit intro walls, interior wayfinding, event signage, collaborating with curators to develop museum wide brand standard for labeling artwork, producing artwork labels and interior signage.

INKLING CREATIVE GROUP *cincinnati, ohio*

april 2014–april 2016, freelance graphic designer, full time
Designing marketing pieces for large design trade shows, including: emails, newsletters, web ads, print ads, direct mail.

MADISON DESIGN GROUP *cincinnati, ohio*

july 2012–january 2014, freelance graphic designer, full time
Implementing designs for print pieces. Refining designs and making variations. Preparing files for production.

contact

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victoria karoleff
resume