



# Victoria Ghillani

Design & Art Direction

## Education

### Syracuse University

2019 -2023 | B.F.A Communications Design

### Newhouse School of Public Communications

2020 - 2023 | Minor, Public Communications

### Syracuse London Abroad Program

2021 Spring Semester | Design Program

## CBX

### Junior Design Intern | New York, NY | September 2023 - December 2023

- **Collaboration:** Worked with the design team to create impactful graphics.
- **Packaging Design Focus:** Specialized in packaging design within collaborative projects.
- **Visual Concept Development:** Enhanced design aesthetics through the development of visual concepts.
- **Efficient Design Asset Production:** Produced design assets efficiently.
- **Quick Project Turnaround:** Managed projects with quick turnaround, meeting tight deadlines.
- **Senior Designer Collaboration:** Collaborated closely with senior designers for guidance.
- **Client Interaction:** Interacted with clients to understand their preferences and needs.
- **Stakeholder Engagement:** Engaged stakeholders to align design goals with project objectives.
- **Creative Campaign Contribution:** Contributed to creative campaign success through effective design implementation.

## Moda Operandi

### Freelance Stylist Assistant | Brooklyn, NY | December 2022

- **Production Coordination:** Ensured timely project completion through efficient coordination.
- **Quality Control:** Maintained rigorous standards for high-quality production.
- **Timeline Management:** Managed fast-paced timelines in the dynamic fashion industry.
- **Fashion Trend Awareness:** Stayed informed on current trends to guide production decisions.
- **Stylist Support:** Assisted fashion stylists through prop organization and outfit preparation.
- **Photoshoot Setup:** Contributed to seamless photoshoot setup by organizing props and preparing outfits.
- **Procurement and Arrangement:** Skillfully procured and arranged clothing and accessories for visual impact.
- **Collaborative Coordination:** Ensured a smooth flow of merchandise during photoshoots through coordination.
- **Effective Communication:** Fostered communication within the team to enhance collaboration and workflow.

## Splicer Films

### Digital Marketing and Design Intern | Remote | August 2021 - December 2021

- **Content Management:** Designed content for various platforms, including social media, pitch decks, and treatment documents.
- **Leadership and Collaboration:** Led focus groups, actively contributed to problem-solving, and participated in weekly marketing strategy sessions.
- **Analytics and KPI Tracking:** Tracked and reported analytics and Key Performance Indicators (KPIs) using Google Analytics and Airtable.
- **Creative Pitching and Production:** Successfully pitched, developed, and produced engaging TikTok videos and Instagram posts, contributing to substantial follower growth.

## Aladore

### Sales Associate | Roslyn, NY | May 2021 - August 2021

- **Inventory Management:** Maintained optimal stock levels for clothing and accessories.
- **Visual Merchandising:** Curated seasonal displays to drive sales and enhance product visibility.
- **Customer Service Excellence:** Delivered exceptional service for an elevated shopping experience and upheld brand standards.
- **Customer Guidance and Styling:** Guided customers in discovering and embracing their ideal fashion styles.
- **Sales Contribution:** Contributed to sales goals through effective inventory management and personalized customer interactions.

## f.y.b Jewelry

### Graphic Design and Social Media Intern | Brooklyn, NY | May 2020 - August 2020

- **Graphic Design Proficiency:** Designed packaging, postcards, and promotional emails, showcasing graphic design expertise.
- **Collaborative Brand Revamp:** Collaborated with the founder/owner to enhance the brand and social media presence.
- **Social Media Growth:** Successfully increased the company's Instagram following, demonstrating management skills.
- **Consistent Brand Identity:** Curated content across four social channels to maintain a cohesive online brand identity.
- **Start-up Adaptability:** Showcased adaptability and innovation in the dynamic start-up environment.

## Skills

### Design

Branding - Packaging - Advertising - Editorial - UI/UX Design - Typography - 2D/3D Design

### Creative Skills

Art Direction - Copy Writing - Problem Solving - Collaboration - Ideation - Social Media Marketing

### Technical Proficiency

Photoshop - Illustrator - InDesign - XD - Dimension - Premiere Pro - Lightroom - Microsoft Office - Mail Chimp - Buffer - Air-Table - Miro - Figma - Asana - Excel - Shopify - Outlook - Word - Power Point - MidJourney - DALL-E - Premiere Rush

## Organizations & Awards

### Organizations

Delta Delta Delta  
20 Watts Magazine  
VPA Peer Leader

### Awards

Syracuse University Dean's List (2019-2023)

GDUSA 60th Anniversary 2023 American Graphic Design Award

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