

VICTORIA VALTINSON

I am an UX/UI & Visual Designer based out of Minneapolis, Minnesota, with 8+ years experience in visual & web design, ux/ui and strategy, marketing, and project management. Some of my best characteristics include: highly organized, detail-oriented, multi-tasking, conceptual thinking, problem-solving, naturally driven leader with an added creative quirk.

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-  www.victoriamariedesign.com

WORK EXPERIENCE

SENIOR USER EXPERIENCE DESIGNER

Epsilon / 2018-Present

A force to be reckoned with in the field of UX design, information architecture and usability analysis, and brings analytical strategy-led designs to every project. Works across a variety of clients as a consultant and a project lead, putting critical thinking, the needs of the client, and an eye for visual design first.

- Excels in user-centered design process with hands-on experience in all stages of the process: Objectives & User Needs, Functional & Content Requirements, IA / Interaction Design, Visual Design, QA process.
- Exemplify a strong point-of-view through analytics, personas, user flows, wireframes, prototypes and front-end design.
- Effectively mentor and collaborate with Designers, Developers, Strategists, Account and Project Managers to help ensure a seamless project flow.

SENIOR DIGITAL ART DIRECTOR

Catapult Marketing, An Epsilon Company / 2016-2017

Responsible for always taking a strong point-of-view through analytics, personas, user flows, wireframes, prototypes and front end designs. Excel at designing for a variety of mediums including but not limited to responsive websites, brand & retail microsites, social media environments, motion video, digital media, email campaigns. Be a lead mentor and collaborator with other Designers, Developers and Strategists to help shape the overall project.

ART DIRECTOR

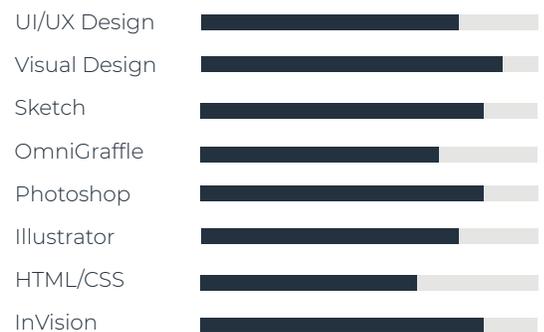
Catapult Marketing, An Epsilon Company / 2014-2016

Responsible for working directly with senior creative and account teams in designing communication materials for national brand promotions and shopper programs directed to the consumer, the shopper and the trade. Develop engaging designs for impactful shopper platforms through planning, conceptualization, traditional design and digital experiences. Projects include: brand websites, promotional microsites, online sweepstakes, banner ads, email newsletters, in-store environments and advertising.

Want additional work experience?

Visit my [LinkedIn](#) for my work history, references, and additional information.

SKILLS



EDUCATION

2011-2013

ASSOCIATES IN GRAPHIC DESIGN

Minneapolis Community & Technical College

2011-2013

CERTIFICATE IN WEB & INTERACTIVE MEDIA

Minneapolis Community & Technical College

REFERENCES

Aurea De Souza - Director of User Experience
Epsilon (formerly Catapult Marketing)

 (203) 434-2294  aureadesouza@gmail.com

Carrie Rethlefsen - Senior Copywriter
Epsilon (formerly Catapult Marketing)

 (507) 459-1139  rethlefsen@gmail.com

Angela Lyon - Developer

Epsilon (formerly Catapult Marketing)

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