

RESUME OF VICTORIA MUNROE



Smart Solutions
in Graphic Design
Since 1999

A Blonde walks into a bank in New York City and asks for the loan officer. She says she is going to Europe on business for two weeks and needs to borrow \$5,000.

The bank officer says the bank will need some kind of security for such a loan, so the Blonde hands over the keys to a new Rolls Royce parked on the street in front of the bank.

Everything checks out, and the bank agrees to accept the car as collateral for the loan. An employee drives the Rolls into the bank's underground garage and parks it there

Two weeks later, the Blonde returns, repays the \$5,000 and the interest, which comes to \$15.41.

The loan officer says, "We are very happy to have had your business, and this transaction has worked out very nicely, but we are a little puzzled. While you were away, we checked you out and found that you are a multimillionaire. What puzzles us is why would you bother to borrow \$5,000?"

The Blonde replied, "Where else in New York can I park my car for two weeks for 15 bucks?"

And, just in case you are wondering, I'm smart and blonde.

I am also an innovative art director and graphic designer, who combines creativity and top notch production skills with outstanding project management.

And, because I'm not an agency with high overhead, I'll do this at very competitive rates while providing excellent customer service.

WHAT I DO

- **BRANDING:** Logos and Corporate Identity
- **WEB DESIGN**
- **MARKETING MATERIALS:** Brochures, Sell Sheets, Direct Mail
- **PUBLICATIONS:** Magazines, Newsletters, Catalogs
- **PACKAGE DESIGN**
- **TRADE SHOWS AND POINT OF PURCHASE DISPLAY**
- **EMAIL MARKETING CAMPAIGNS**

SKILLS

I am ambidextrous (Mac or PC) and work in Adobe CS5: InDesign, Photoshop, Illustrator, Dreamweaver, Flash as well as Quark Xpress, Microsoft Word, Excel and PowerPoint.

I use Mailchimp and Constant Contact and have an excellent knowledge of HTML and CSS.

EDUCATION

BACHELOR OF ARTS

College of Art and Design
Iowa State University, Ames IA

POST GRADUATE WORK:

Basic and Advanced Web Design,
Portland Community College

Computer Graphics
University of Oregon
Portland Campus

Graphic Design & Communication
School of Visual Arts
New York, NY

Advertising Design
Fashion Institute of Technology,
New York, NY

Art History and Printmaking,
University of Colorado, Boulder

WHERE I'VE DONE IT

SMART BLONDE DESIGN LAKE OSWEGO, OR

Owner, 1999-present

A full service graphic design studio that creates exceptional marketing materials and web sites that get results. Capabilities listed to the right.

THE FOX CREATIVE GROUP INC., PORTLAND, OR

Art Director/Graphic Designer, 1995-1999

Responsibilities included art direction, design and production for projects ranging from packaging for the software and food and beverage industries, to branding and advertising.

L'OREAL COSMETIC AND FRAGRANCE DIVISION COSMAIR, INC., NEW YORK, NY

Design Director, 1987-89

Directed multi-million dollar design projects for the Chaps, Ralph Lauren and Gloria Vanderbilt fragrance lines. Responsibilities included package design, direction of still life and beauty photography, developing and monitoring budgets and supervising the art production staff.

CHARLES OF THE RITZ GROUP, LTD., NEW YORK, NY

Design Manager, 1984-87

Responsible for the package design and merchandising of several product lines; managed all product redesign, special promotions and point of purchase displays. Created direct mail pieces and sales aids.

ESTEÉ LAUDER, INC., ELIZABETH ARDEN, INC. AND JC PENNEY CO. INC., NEW YORK, NY

In-house Freelance Designer

Designed and produced marketing materials, packaging, product logos, promotional items and giftware.

ASSOCIATIONS

1999–present: Member, Lake Oswego Chamber of Commerce

2005–present: Graphic Artists Guild

2010–present: Board of Directors, Willamette Women Democrats

2010–present: Lake Oswego Arts Council, Chronicle Exhibition

2005–10: Board Member, Lake Oswego School District Foundation



References available upon request

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