



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?"

VICTORIA MUNROE

- ▶ Award-winning art director/graphic designer for print and web
- ▶ Highly proficient in conceptual design & production
- ▶ Able to deliver stunning results on time and on budget

PROJECTS

BRANDING

Logos & Corporate Identity

DIGITAL MEDIA

Websites
Social Media,
Email Marketing

PRINT

Marketing Materials
Brochures
Sell Sheets
Direct Mail

PUBLICATION DESIGN

Magazines & Newsletters,
Catalogs
Annual Reports

3-D DESIGN

Package Design,
Trade Show and
Point of Purchase Display

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

EXPERIENCE

SMART BLONDE DESIGN, OREGON CITY, OR Designer/Founder, 1999-present

Smart Blonde Design is a full-service graphic design studio. My collaborative approach helps clients realize their vision through customized design solutions tailored to their unique needs.

A partial client list includes: Cappelli Miles-spring (Neil Kelly, PeaceHealth, Salishan Resorts and Tetherow Golf Club), Fast Water Heater Company, Lake Oswego School District, Laika, MKTX (Intuit, IP Fabrics, Northwest Pipe Company, Phoseon Technology, Saber Consulting, Serveron, Inc. and TenAsys Corporation), Oregon Education Association, PacStar Communications and Wise Woman Herbals. An expanded client list is available on smartblondedesign.com.

THE FOX CREATIVE GROUP INC., PORTLAND, OR Art Director/Graphic Designer, 1995-1999

Responsibilities included design and production for projects ranging from packaging for the software and food and beverage industries, to corporate identities and advertising.

L'OREAL, NEW YORK, NY Design Director, 1987-89

Directed multi-million dollar design projects for the Chaps, Ralph Lauren and Gloria Vanderbilt fragrance lines, including 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.

ESTÉE LAUDER, INC., ELIZABETH ARDEN, INC. AND JC PENNEY CO. INC., NEW YORK, NY In-house Freelance Designer

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

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Portfolio available on request.

References available upon request.