

# Victoria Ogbulu

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## SUMMARY

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Seasoned Graphic Designer with 7 years of comprehensive experience in digital and product design. Proven track record in creating engaging user experiences, developing marketing collateral, and leading design processes from concept to delivery. Seeking a Senior Graphic Designer role to leverage expertise in UX/UI design, cross-functional collaboration, and mentoring junior design teams.

## WORK EXPERIENCE

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### **Aptricity Corporation** – Product Designer

Irving, TX | Oct 2022 – Present

- Lead the conceptualization and delivery process for high-quality user experiences, producing wireframes, mockups, and interactive prototypes in an agile setting.
- Develop visually compelling and intuitive user interfaces, maintaining consistent branding and adherence to design principles, while effectively communicating design concepts to engineers and stakeholders to ensure alignment and feasibility.
- Provide mentorship to the junior design team and collaborate actively with executive management in marketing strategies, including the design and delivery of digital transformations and marketing collateral.

### **Mary Kay Cosmetics** – UX Designer

Addison, TX | Nov 2021 – Feb 2022

- Contributed to the design and development of a mobile application, collaborating closely with engineers and designers to define product requirements and design specifications.
- Conducted user research and usability testing, utilizing insights to create wireframes, prototypes, and user flows that effectively communicated design concepts.
- Participated in design reviews, provided constructive feedback, and worked closely with the development team to ensure the successful implementation of design solutions.

### **Mouser Electronics** – Digital Designer

Mansfield, TX | May 2017 – Nov 2021

- Conceptualized and executed a wide range of marketing materials, such as interactive infographics, landing pages, and emails, which included programmatic ads and social media content.
- Maintained a uniform brand identity across diverse marketing channels by ensuring consistent graphic design.
- Partnered with marketing and sales teams, translating their requirements into innovative and engaging design solutions.
- Successfully juggled multiple projects, adhering to deadlines and high-quality standards by leveraging industry-standard design software.

### **Camera Ready Cosmetics** – Graphic Designer

Farmers Branch, TX Apr 2016 – Apr 2017

- Enhanced user interface by designing visually engaging web pages, promoting seamless navigation and maintaining brand consistency.
- Bolstered customer engagement and brand recognition through the creation of compelling graphics for social media outlets and email marketing campaigns, subsequently improving open and click-through rates.

- Facilitated cross-functional collaborations with marketing, sales, and product development teams to uphold uniformity in brand messaging and design, managing multiple tasks while adhering to strict deadlines and quality standards.

## **EDUCATION**

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University of Texas at Arlington 2011  
Bachelor's of Fine Arts

## **CERTIFICATIONS**

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Web Applications Developer, University of Texas at Arlington 2015

## **SKILLS**

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Ability to work under tight deadlines • Advanced knowledge in Adobe Creative Suite • Adobe Animate • Adobe After Effects • Adobe Dreamweaver • Adobe Fireworks • Adobe Illustrator • Adobe InDesign • Adobe Photoshop • Adobe Premiere Pro • Agile • Art Direction • Asana • Attention to detail • Branding • Canva • CMS (Content Management Systems) • Communication skills • Copywriting • Corporate Blogging • Creative problem-solving abilities • CSS • Drupal • Eloqua • Excellent communication skills • Figma • Final Cut Pro • Firebug • Google Chrome Inspector • Front-End Development • Gmail • Google Analytics • Google Calendar • Google Docs • Google Forms • Google Sheets • Graphic Design • Hootsuite • HubSpot • HTML5 • iMovie • JavaScript • Jira • Keynote • Komodo • Later • MailChimp • Microsoft Excel • Microsoft Outlook • Microsoft PowerPoint • Microsoft Word • Project management skills • Prototyping • Search Engine Optimization (SEO) • Shopify • Sketch • Slack • Social Media Management • Squarespace • Strong collaboration and teamwork skills • Strong typography skills • Sublime Text • Trello • Understanding of color theory • UI (User Interface) • UX (User Experience) • Video Editing • Video Production • Web Design • Web Development • Wireframing • WordPress • Zeplin • ZoomInfo