

QUALIFICATION SUMMARY

My conceptual abilities are complemented by exacting technical skill and a passion for effective communication art. I draw upon over 15 years experience of in-depth involvement with the creation of stylish visuals for a diverse set of design needs. I also have the benefit of a secondary education in business and marketing.

PROFESSIONAL EXPERIENCE

WESTPHAL DESIGNS | Principal

Ongoing, Camas, WA

In addition to the positions listed below, I have been contracted to consult on, produce and design a wide variety of creative projects. Please find examples at <http://victoriawestphal.businesscatalyst.com/index.html>

THE SPA ~ LOS GATOS | Creative & Marketing Director

02/2004 – 12/30/2015, 100 South Santa Cruz Ave., Los Gatos, CA

- ▶ Project management, writing and creation of all marketing collateral, in-house signage, and advertising.
- ▶ Initiation and designs for sales programs utilizing in-house, mailed and web-based communications.
- ▶ Content creation, design and maintenance of website and social media.
- ▶ Coordination and execution of special events both at the spa and off site.

Noted accomplishments: In my first year at The Spa ~ Los Gatos, I was the lead in the creation and implementation of the *April in Paris* promotion. This month-long event received the “Promotion of the Year” award from *Day Spa Magazine* and was featured in their publication.

ROBERT HALF INTERNATIONAL, INC. | Senior Designer/Project Manager

2000 – 2002, Menlo Park, CA

OfficeTeam, Accountemps, The Creative Group, The Affiliates, Robert Half Management Resources

- ▶ Print and web graphic design for all divisions.
- ▶ Promotional material development and design.
- ▶ Large project scheduling and management.
- ▶ National ad campaign concept and support.

SKI RACING INTERNATIONAL | Art Director/Production Manager

04/1992 – 04/2000, Waitsfield, VT

Publishers of *Ski Racing*, *Ski Tech* and *SnowSports Today*

- ▶ Design and digital pre-press of 4/C glossy and tabloid magazines.
- ▶ Production scheduling and management.
- ▶ Develop, direct and oversee photo shoots for editorial usage.
- ▶ Concept and creation of client ad material.

I AGREE...

“The talent for discovering the unique and marketable characteristics of a product and service is a designer’s most valuable asset.”

—Primo Angeli

SKILL SET

- InDesign
- Photoshop
- Acrobat
- Dreamweaver/Muse
- WordPress
- Illustrator
- Photoshop
- Acrobat
- Copy Writing
- Digital Photography
- Microsoft Office Suite
- Current Social Medias
- SEO Optimization

CLIENTS

- The Spa ~ Los Gatos
- Regale Winery & Vineyards
- OfficeTeam
- Accountemps
- Robert Half International
- KLA-Tencor
- Age Defy Dermatology
- Wallbeds-n-More
- Warwick Schiller Performance Horsemanship
- Womens Care for Life
- National Life