Victor Russell

Graphic Designer | San Francisco, CA

650-576-5788 | *vicrussdesigns@gmail.com* | victorrussell.design

EXPERIENCE

Marketing Graphic Designer at Studio Enterprise
Internship in San Mateo, CA | June 2024–Sep 2024

- Responsible for assigned print and digital advertising graphics for client, South University.
- Created new design systems for marketing materials to assist brand growth.
- Updated old marketing materials with newest technologies available, such as Generative AI.

PROJECTS

Graphic Designer for Disfunctions Film Festival
CCA Project in San Francisco, CA | Jan 2024–May 2024

- Fictitious film festival branding based around themes found in Wes Anderson and Sofia Coppola's bodies of work.
- Logo, Wordmark, Visual Language, 30-second advertisement, and Instagram were created for the project.
- Method of creation was analog practice and digital practice.

Graphic Designer for You Matter
CCA Project in San Francisco, CA | Jan 2024–May 2024

- Research-based campaign aimed at helping to reduce negative stigma surrounding therapy and counseling.
- Final deliverables included a website mockup and series of posters targeted at college students at CCA.

Graphic Designer for Music Unites Rebrand
CCA Project in San Francisco, CA | Aug 2023–Dec 2023

- Rebranded chosen non-profit in accordance to company goals.
- Extensive research was used to generate new branding.
- A final case study document was created to show work done.

SKILLS

Graphic Design, Book & Publication Design, Branding & Identity Design, Logo Design, Typography, HTML, CSS, Data Visualization, UI/UX Design, Screenprinting, Photography

SOFTWARE

Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Adobe Photoshop, Figma, Generative AI, Google & Microsoft Applications, Windows & Mac OS, Glyphs 2 Mini, Visual Studio Code, Topaz Gigapixel AI

EDUCATION

California College of the Arts in San Francisco, CA

BFA in Graphic Design
Expected: May 2025
GPA: 3.6

SOCIETIES

Phi Theta Kappa Honor Society, Alpha Gamma Sigma Honor Society

AWARDS

5x Deans List Award, Merit in Digital Art, Merit-Based Scholarship