

Victoria Beyrard

+1 917 943 8664

• [Linkedin](#)

• victoriabeyrard@gmail.com

• [Portfolio](#)

SUMMARY

Digital Designer driven by a passion for deploying creativity and innovation to produce engaging visuals. Strong problem-solving skills, versatile with a keen eye for design principles, and an extensive background working with digital mediums.

KEY SKILLS

UI Design, UX Design, Interaction Design, User Research, Information Architecture, Accessible Design, Prototyping, Front-end Development, Branding, Typography, Motion design, Illustration, Creative Ideation, Market Research, Print design, Collaboration

TECHNICAL SKILLS

HTML , CSS, Javascript, Figma, InVision, Adobe Photoshop, Illustrator, InDesign, After Effects, Cinema 4D, Acrobat, MS Office

PROFESSIONAL EXPERIENCE

Freelance Packaging and Graphic Designer

Mar 2024 - Dec 2024

Macrene Actives | New York, USA

- Produced product **packaging** and **labels**, ensuring alignment with brand guidelines for a consistent design
- Created **versatile graphics for multiple platforms**, including social media, print materials, and pop-up events, to maximize brand visibility
- Collaborated with **major retail partners** such as Sephora, Bloomingdales, Revolve and FRWD to maintain brand consistency and deliver high-quality presentations across all touchpoints

Design Intern

Jan 2023 - May 2023

TODA | New York, USA

- Executed and presented **client proposals**, taking an **active role** in meetings and pitching design concepts
- Designed a **full-scale UI/UX website**, collaborating with developers to establish interaction design, user experience, and style guidelines
- Developed **comprehensive brand identities**, producing high-quality digital content, including motion graphics, illustrations, and corporate presentations

Design Intern

Jul 2021 - Jul 2021

Parenti Design: The Branding Studio | Geneva, Switzerland

- Provided assistance to the Senior Designer in **UI** and **campaign design**, and created graphic elements for **merchandise** and **products**
- Conducted **interviews** and **market research** to support the conception of coherent client proposals

Retail Intern

Jun 2018 - Jun 2018

Bongénie Grieder | Geneva, Switzerland

- Assisted in day-to-day operations of the flagship store, including **customer service** and **store inventory management**
- Aided in online retailing, including orders and shipping

EDUCATION

UX/UI Bootcamp

Sep 2023 - Mar 2024

Columbia School of Engineering and Applied Science | New York, USA

B. F. A - Communication Design (with Honours)

Sep 2020 - May 2024

Parsons School Of Design | New York, USA

International Baccalaureate (IB Diploma)

Sep 2018 - May 2020

International School of Geneva | Geneva, Switzerland

COMMUNITY SERVICE

Humanitarian Trip | Helping Hands Association | Dakar, Senegal |

March 2019 - May 2019

Guide training for the exhibition "The Life Of Anne Frank" | United Nations | Geneva, Switzerland |

Feb 2017

EXTRACURRICULAR ACHIEVEMENTS

- Received a **Merit Scholarship** from Parsons School of Design March 2020
- Secured **1st position** at the **Comforama National Design Competition** March 2017
- Skiing and Thai Boxing

LANGUAGES

• *English (native)* • *French (Native)* • *Spanish (B2)*

NATIONALITIES

• United States • Switzerland