

VICTORIA VILLARREAL

CONTACT /

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EDUCATION /

DePaul University School of Design

Class of Fall 2018
BFA in Graphic Design

SKILLS /

Multitasking
Design thinking
Brand Strategy
Communication
Teamwork
Presentation
Client Relations
Shopper Marketing
Experiential Marketing
Concept Development
Ideation
Creative Problem Solving
Project Management
Social Media
Storyboarding
Photo & Video Direction
Print & Digital Design
3D Display Design
Typography
Painting
Illustration

PROGRAMS /

Adobe Suite
Microsoft Suite
Google Suite
Canva

WORK EXPERIENCE /

Sr. Art Director

Elemento L2 | Chicago, IL

Feb 2025- Present

Lead art direction for brand activations, overseeing design and development across digital, social media, and print marketing. Assisted in guiding the creative process and supporting project management and team leadership.

Clients | Target, Heineken, Dos Equis, Tecate, Concacaf

Art Director

Mosaic | Chicago, IL

May 2022- July 2024

Executing digital content, including brand pages, banner ads, and social media, as well as in-store print designs for national retailers. Leading art direction at photo-shoots both on set and virtually.

Clients | Starbucks, Gerber, Nescafé, Tabasco, Chelan Fresh (Sugarbee Apples, Rockit Apples)

Associate Art Director

Mosaic | Chicago, IL

Dec 2019- May 2022

Executing digital content, including brand pages, banner ads, and social media, as well as in-store print designs for national retailers. Transitioned to leading art direction at photo-shoots both on set and virtually.

Clients | Starbucks, Impossible Foods, Chelan Fresh (Sugarbee Apples, Rockit Apples)

Art Director Intern

Mosaic | Chicago, IL

Jun 2019- Dec 2019

Assisted Art Directors in executing digital and in-store print designs for national retailers. Supported art direction at photo-shoots both on set and virtually.

Clients | Starbucks

Graphic Design Intern

Xsport Fitness | Chicago, IL

Sept 2018- Jan 2019

My job at Xsport was to assist the senior designer with print and digital designs for all Xsport locations. Other work consisted of modifying existing designs and administrative tasks.

Graphic Design Intern

NextMe Inc. | Chicago, IL

Sept 2016- Apr 2017

My job at Nextme was to create creative content for their wait-list app. The design work consisted of creating new content, design elements to the app, and redesign existing content.

Graphic Design Intern

Open Source Technology Improvement Fund | Chicago, IL

Oct 2016- Dec 2016

My job at OSTIF was to assist in simplifying their website through design.

PORTFOLIO / www.victoriavillarrealdesigns.com