



## Victoria Courtemanche

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281.788.4243  
vacourtedesign.com

### Graphic Designer

Passionate, Dilligent, and Persistent

### Technical Skills

#### Graphic Design Disciplines

Logo/Identity, Print, Packaging, Environmental, Exhibition, UX/UI, and Web

#### Design Software and Programs

Adobe Creative Cloud Suite, Adobe Photoshop, Adobe Illustrator, Canva, Squarespace, Wix, Elementor, WordPress, Adobe InDesign, Adobe After Effects, Adobe XD, Adobe Lightroom

#### Digital Marketing Software and Programs

Loomly, Meta Business Suite, Google Analytics, Constant Contact, Campaign Monitor, Yoast SEO

#### AI & Content Tools

ChatGPT, Google Gemini, Claude, Adobe Firefly

#### Collaboration & Project Management Platforms

Microsoft SharePoint, Google Drive, Dropbox, Google Meet, Around

#### Other Skills

Illustration, Character Concepts, Photography, SEO Optimization, Newsletter Design & Strategy

**All design needs some structure to be functional, but I believe that good design needs more than a decent grid and pretty type.**

**It needs passion, personality, and a touch of peculiarity, and my only goal is to bring a little of that to everything I do.**

**References and Portfolio Available Upon Request**

### Education

**University of Houston, Kathrine G. McGovern College of the Arts** August 2014 – May 2017

Bachelor of Fine Arts degree in Graphic Design

Programs: Graphic Design Block, one of only 20 students selected per year

Awards: National Honor Society, Dean's List

Exhibitions: UHGD17, Coming Soon, Twenty°, University of Houston School of Art Exhibition

Publications: Mapping History in Houston's Third Ward, Animating History

**San Jacinto College North**

**August 2012 – May 2014**

Core Curriculum Completed

Publications: Anime Glyph Illustration published in a 2014 edition of Prism Magazine

### Work Experience

**BTIS (Builders & Tradesmen's Insurance Services, Inc.)**

**Remote**

*Graphic Designer*

**July 2023 – December 2025**

- Managed comprehensive social media strategy by drafting 20-25 monthly posts, two blogs with SEO optimization, and themed newsletters; growing LinkedIn followers by 30% to 2,776 and generating 6,791 likes and 823 reposts in 2024
- Developed diverse marketing collateral, including tradeshow materials, webinar presentations, promotional flyers, and bilingual ProSuite marketing assets, ensuring brand consistency across digital and print media
- Orchestrated end-to-end content workflows using AI tools (ChatGPT, Gemini) for copywriting, Canva for design, Loomly for scheduling, and Campaign Monitor for email campaigns; delivering polished materials that supported company initiatives and events
- Maintained and optimized digital platforms, including WordPress blog publishing with Yoast SEO, SharePoint intranet resources, and LinkedIn Newsletter (Norbie's News), ensuring accessibility and discoverability of company content
- Created innovative branded content such as the Norbie Trading Cards series (10 common designs plus holographic rare) and Risky Business Podcast materials, strengthening company culture and external brand identity

**VACourteDesigns**

**Remote**

*Freelance Illustrator and Designer*

**May 2017 – Present**

- Illustrates character concepts provided by clients within a 2 to 5-day timeframe depending on the detail and complexity requested
- Organizes and creates personality-based complex and detailed high-resolution still-life art prints for clients
- Creates high-quality video and design content for social media platforms, adhering to client guidelines and delivering projects under tight deadlines, often with a 24-36 hour turnaround

**Bluberry Creative**

**Remote**

*Graphic Designer*

**December 2020 – July 2023**

- Designed high-quality video and art content for social media platforms, adhering to strict brand guidelines and delivering projects under tight deadlines, often with a 24-36 hour turnaround
- Developed impactful brand identities that include logo, illustration, texture/pattern, and typography elements; delivering a polished final product through concept, drafting, revision, and finalization stages
- Optimized WordPress websites, regularly increasing Google Lighthouse scores to 90+ in Performance, Accessibility, Best Practice, and SEO categories
- Delivered completed projects in a timely manner through obsessive attention to detail and proactive collaboration with upper management, other departments, and vendors

**Like Minds Communications**

**Houston, TX / Remote**

*Graphic Designer*

**February 2020 – May 2020**

- Supported the public relations team with social media graphics for clients during the early stages of the COVID-19 pandemic
- Constructed digital and printable campaign materials for virtual events  
Assisted in keeping client businesses afloat during lockdown by creating print-ready files to be used as menus, promotional materials, and interactive handouts