

Victoria Baldwin

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Education

TOWSON UNIVERSITY (TU) 2019
BFA in Art + Design, Graphic Design Concentration

TU Campus Recreation Graphic Designer
2018–2019

VIRGINIA COMMONWEALTH UNIVERSITY
2015–2017
Coursework toward BFA in Graphic Design

Software + Skills

- + ADA Compliance
- + Adobe Creative Suite
- + Asana
- + Branding
- + Change Management
- + ClickUp
- + DAM
- + Figma
- + HubSpot
- + Logo Design
- + Mailchimp Email Marketing
- + Microsoft Office Suite
- + Motion Design
- + Print Production
- + Project Management
- + SOP Development
- + Webflow
- + Wordpress

Work Experience

Raftelis CHARLOTTE, NC

SENIOR GRAPHIC DESIGNER 2023–PRESENT
GRAPHIC DESIGNER 2019–2022

- + Supported a nine-month firmwide brand refresh spanning logo, color palette, typography, and print and digital asset systems, rolling out a unified visual identity to an audience of more than 10,000 internal and external stakeholders.
- + Collaborated with cross-functional teammates to build a firmwide ADA compliance plan through the April 2027 federal deadline, equipping consultants with best practices to ensure digital products and services are accessible to every audience they reach.
- + Identified gaps in the firm's existing CRM and led the research, and selection of HubSpot which offered greater capabilities for marketing, client relations, and proposal tracking.
- + Designed print and digital collateral including web, social, presentations and conference packages, including name tags, business cards, booth graphics, flyers, and handouts in support of the firm's largest annual conference and ongoing client work.
- + Streamlined the proposal-to-contract lifecycle by developing a standardized SOP, cutting proposal turnaround from two weeks to one and individual contract processing from eight hours to four, which became the company's preferred system for contract management.
- + Designed bilingual outreach materials (flyers, postcards, fact sheets, and open house assets) for an Austin-Bergstrom International Airport fuel storage project, helping the client communicate clearly with roughly 1,500 directly impacted community members.
- + Produced facilitator and participant materials for AWWA customer service training programs, giving new utility employees clear, easy-to-follow resources to ramp into their roles.
- + Visualized community survey results for a neighborhood impact study, turning resident sentiment data into accessible reporting that informed client decision-making.

TBC BALTIMORE, MD

GRAPHIC DESIGN INTERN 2019

- + Produced digital advertisements and social media graphics for a range of agency clients across multiple industries.
- + Collaborated with the creative team in weekly stand-ups, offering design perspective and helping shape early concept directions.
- + Supported senior designers by researching and sourcing assets, assisting with project management to meet timelines on fast-turnaround projects.