

Victoria Marafioti
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Education

UNC Charlotte, North Carolina 3.54/4.00 gpa 2018 - 2022
BFA in Art concentration Illustration, BFA in Graphic Design, Art History minor

Graphic Design Experience

Elite Design and Print January 2022- Present

Design and Print Assistant

Designed branding, advertising, etc., for small business owners and other customers

Managed sales and customer interaction

Printed and trimmed paper and vinyl using multiple industrial printers

Freelance Illustration & Design January 2019 - Present

Commissions

Managed time and business

Created effective self-marketing materials to reach new customers

Demonstrated flexibility and quick skill learning to meet the requests of clients

Work Experience

Girl Scouts of the USA, Peaks to Piedmont June 2017 - July 2020

Unit Leader, Virtual Program Leader

Managed staff schedules to maximize coverage and limit stress

Planned and led lessons for specialized topics and groups

Provided residential childcare for groups of 5-30, aged 5-18

Helped organize and run large scale social, athletic, and educational events

Exhibitions

UFCA Fall Festival of the Arts 2013-2015

Charlotte, North Carolina

Mirror Stage 2018

Charlotte, North Carolina

Collaboration with David Hamlow

Lucky 7 April 2022

Charlotte, North Carolina

Group exhibition of 7 illustrators, showcasing work of the past several months

MODE April 2022

Charlotte, North Carolina

Group exhibition featuring the activism-themed works of 17 graphic designers.

Collaborated to design the gallery space, marketing, and overall branding of the show, as well as designing and manufacturing multiple works to be viewed.

Projects

Work in Process Fall of 2021

Print Production

Worked with a large group of peers to design and write a catalogue advertising UNC Charlotte's BFA in Graphic Design program

Led a small group of peers to conceptualize a visual and conceptual identity, themed around the process of Graphic Design

Illustrated, photographed, and edited images to suit the visual identity of the catalogue

Iterated multiple designs over the course of 3 months to create the strongest final work

Drafted multiple book maps, press sheets, cover designs, and individual layouts with a group to be idealized for print usage

Great Clips Re-brand Summer of 2021

Communication Design

Researched and brainstormed potential branding solutions, utilizing various ideation techniques

Created vector graphics in Adobe Illustrator to achieve re-producible and scalable imagery, for the use of packaging and advertising

Made, lit, and rendered custom 3d models in Blender to mock-up 4 unique shampoo package designs

MODE Spring of 2022

Graphic Design Senior Thesis

Worked with 16 other designers to create, market, and present a cohesive exhibition about local community's needs and the solutions we propose

Led & assisted designers in mounting and installing for the gallery exhibition context

Researched and brainstormed solutions for the problems of a local community

Created several products under the same brand identity and utilized accessibility guidelines to create Crown Navigation

Lucky 7 Spring of 2022

Illustration Senior Thesis

Worked with 6 other illustrators to present our work and host a panel on said work

Created an interactive story composed of 7 'objects,' utilizing 2d illustrations, 3d animation, and Adobe XD

Produced and installed 9 works in a gallery, including the interactive story

BREAK THE LOOP Summer of 2022

Art Zine

Worked with 32 other illustrators, writers, costumers, and designers to create, market, and publish a DEATHLOOP themed zine.

Created a three page comic focused on character interactions.

Organized participants to facilitate critique and feedback to strengthen the work presented.

RVBFDS Summer of 2022

Visual Novel

Worked with a team of writers, artists, programmers, and designers to create a visual novel game.

Worked to create a unified 'look' for the user interface of the game with three other designers.

Created the final full menu interface as well as initial plans for the 'phone' and speech interfaces.

Technical Skills

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Adobe InDesign

Adobe Illustrator

Clip Studio Paint

Adobe XD

Paint Tool Sai

Microsoft Office Suite

Google Suite

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Adobe Photoshop

Blender

Meshmixer

Rhino

Adobe After Effects

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3D Printing Softwares

Sony Vegas

Adobe Premier Pro

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Adobe Lightroom

Adobe Dreamweaver

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Laser Cutting Softwares

Adobe Audition

Adobe Dimension

Relevant Coursework

2D Design

Design Research

Graphic Design Methods

Graphic Design 1 & 2

Typography 2

UX/UI Design Strategies

Communications Design

Interactive Art and Design

Print Production

Digital Media

3D Design

3D Modeling, Animation & Digital Fabrication

Graphic Design Projects