

# PORT FOLIO

Victoria Davis

Selected Works 2024

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# Table of Contents

|     |                                       |   |                             |
|-----|---------------------------------------|---|-----------------------------|
| 1   | About                                 | 8 | Amethyst Bay Resort and Spa |
| 2-3 | TOWN Restaurant                       |   |                             |
| 4   | Wedding Invitation                    |   |                             |
| 5   | Paws and Claws Holistic Animal Clinic |   |                             |



|   |                               |       |                   |
|---|-------------------------------|-------|-------------------|
| 6 | Horizon Railway Train Tickets | 16-17 | Personal Branding |
| 7 | Acadia Park Equipment Company | 18    | Resume            |



|       |                            |
|-------|----------------------------|
| 9     | Photography Magazine       |
| 10-11 | Are The Planets Inhabited? |
| 12-13 | Ulta Digital Magazine      |
| 14-15 | FutureFunds                |
| 16-17 | Personal Branding          |
| 18    | Resume                     |



## About

Victoria Davis is a graphic and web deisgner specializing in layout design and user interface design. Victoria finds the research part of design to be one of the most interesting parts in the process so that she may fully understand the client's wants and needs and the audience that the client is trying to reach. Victoria currently works as a freelance graphic designer.



# TOWN Restaurant

TOWN Restaurant is a high-end Chinese restaurant that strives to combine a variety of Chinese cuisine to excite and delight their customers. The approach of TOWN is to develop their brand with the understanding of both their culture and consumer insights. The vision for the future is to create experiential dining that is more than just a night out. Within their vision, there is always the promise of inspiring creativity, conversation and quality at their restaurant. Their mission statement is to bring quality, style, and wish for good fortune to all of their guests. The look forward provide a high-end experience through Chinese cuisine.

When creating printed products for this company, the focus was to show and express a high-end feeling through the peices. To accomplish this, the use of color was crucial. Black and red are strong and bold colors that give off a luxury feel to the pieces. The table tent, menu, and brochure were printed products that were required for this project. The pieces are consistent in the elements and principles of design and content. By this, this accomplishes the professional standard that the company wanted.

### Speciality Drinks

*Miso Old Fashion*  
Rémy Martin 1738 Accord Royal  
Butter, sesame paste, barley miso  
paste, sugar syrup, angostura bitters

*Lemongrass Vodka Martini*  
Green Mountain Lemon Vodka,  
fresh lemon juice, lemon grass  
simple syrup

*The Lion's Tail*  
Bourbon, allspice dram, fresh lime  
juice, simple syrup, aromatic bitters

### Fan Favorites

*Red Chili Shrimp*  
Large shrimp tossed with mixed  
vegetables and topped in a peppery,  
tangy sauce, with fried or white rice

*Emporer's Beef*  
Marinated sliced beef stir fried with  
onion and peppers in a Cantonese  
style sauce, with fried or white rice

*Chicken Dumplings*  
Six poached house-made chicken  
dumplings with a spicy sesame and  
peanut sauce

### Delicious Desserts

*TOWN Apple Crunch*  
Our version of apple pie, served  
hot with cinnamon sugar, caramel,  
vanilla ice cream

*Chocolate Souffle*  
Chocolate Souffle, vanilla ice  
cream, and raspberry sauce

*Banana Spring Rolls*  
Crispy bites of banana, sweet  
caramel-vanilla drizzle, cocnut  
pineapple ice cream

*Great Wall of Chocolate*  
Chocolate cake with chocolate  
drizzle topped with strawberries

Two with barbe mushroom in sa

*Seasoned and Pressed Tofu*  
Firm tofu seasoned with star anise,  
soy sauce, ginger and pressed  
overnight. Thinly sliced, drizzled  
with light soy sauce, sesame oil, and  
minced cilantro



Desserts

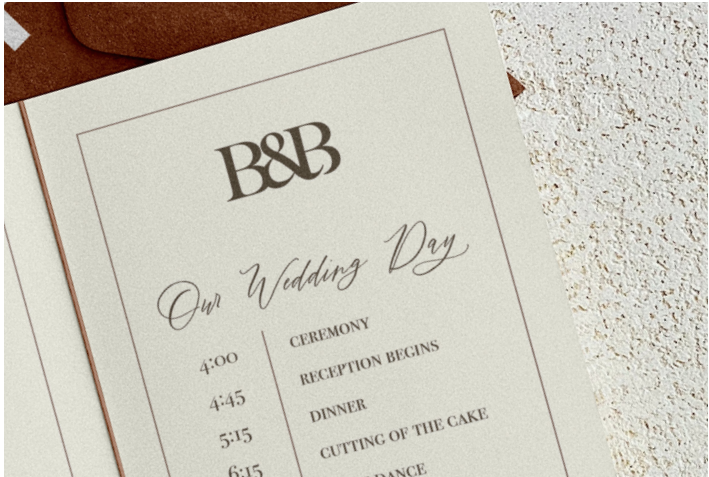
|  |    |
|--|----|
| <i>Chocolate Souffle</i><br>Chocolate Souffle, vanilla ice cream,<br>and raspberry sauce                               | 9  |
| <i>Banana Spring Rolls</i><br>Crispy bites of banana, sweet<br>caramel-vanilla drizzle, cocnut<br>pineapple ice cream  | 9  |
| <i>TOWN Apple Crunch</i><br>Our version of apple pie, served<br>hot with cinnamon sugar, caramel,<br>vanilla ice cream | 10 |
| <i>Traditional Rice Pudding</i><br>Rice pudding with nuts or dried fruit   | 11 |
| <i>Great Wall of Chocolate</i><br>Chocolate cake with chocolate<br>drizzle topped with strawberries                    | 7  |





## Wedding Invitation

The clients wanted a simple and elegant wedding invitation with the chosen colors for their wedding. I created a simple layout and a rose design which was their flower of choice for the wedding. I also designed a schedule for the wedding day. At the top is a design made from the letter B, which the first letter of both the bride's and groom's name.



## Paws & Claws Holistic Animal Clinic

Paws and Claws Holistic Animal Clinic is a vet clinic that specializes in alternative methods such as herbs, chiropractic care, and acupuncture. The client gave free range in the color palette and theme. After reading the client brief, I decided to use greens to translate the message that this animal clinic was holistic. I chose a lab for logo and graphic for their demeanor is calm and docile. The ear of the lab in the logo represents the herbal medicine that the clinic uses to treat their animals. The client also needed a business card to hand out to possible and future customers. The business card consists of the information of the clinic as well as a few services offered.





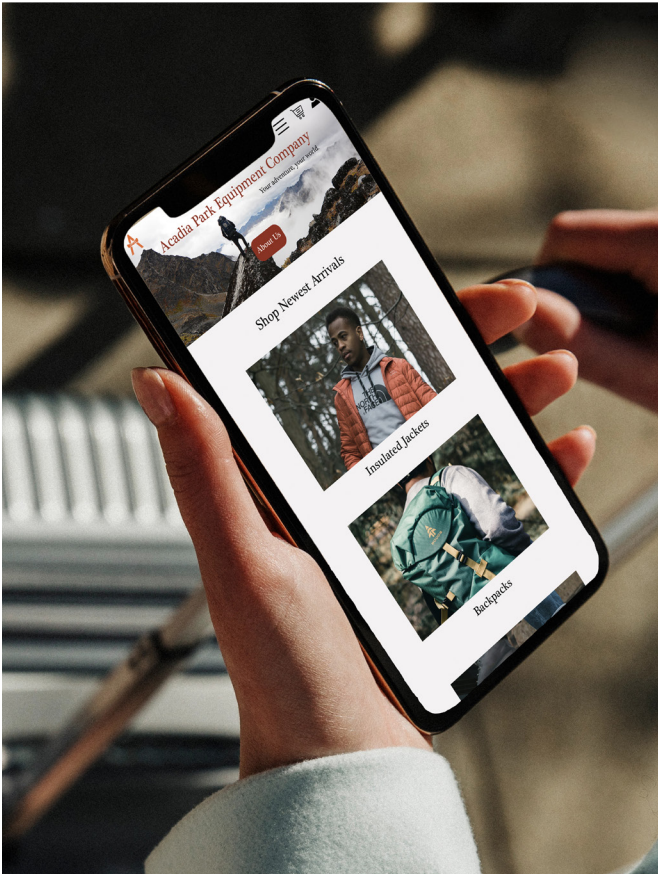


# Horizon Railway Digital Train Tickets

Horizon Railways needed to digital ticket to replace their print ticket. They wanted to have three options of the digital ticket design to choose from. Presented are the three digital ticket designs that I designed based on the information given. I was able to choose the fonts and colors, but the design needed to have a all the information presented on the ticket, a symbol to indicate that there is wifi on the train, and a bar code to scan.

# Acadia Park Equipment Company

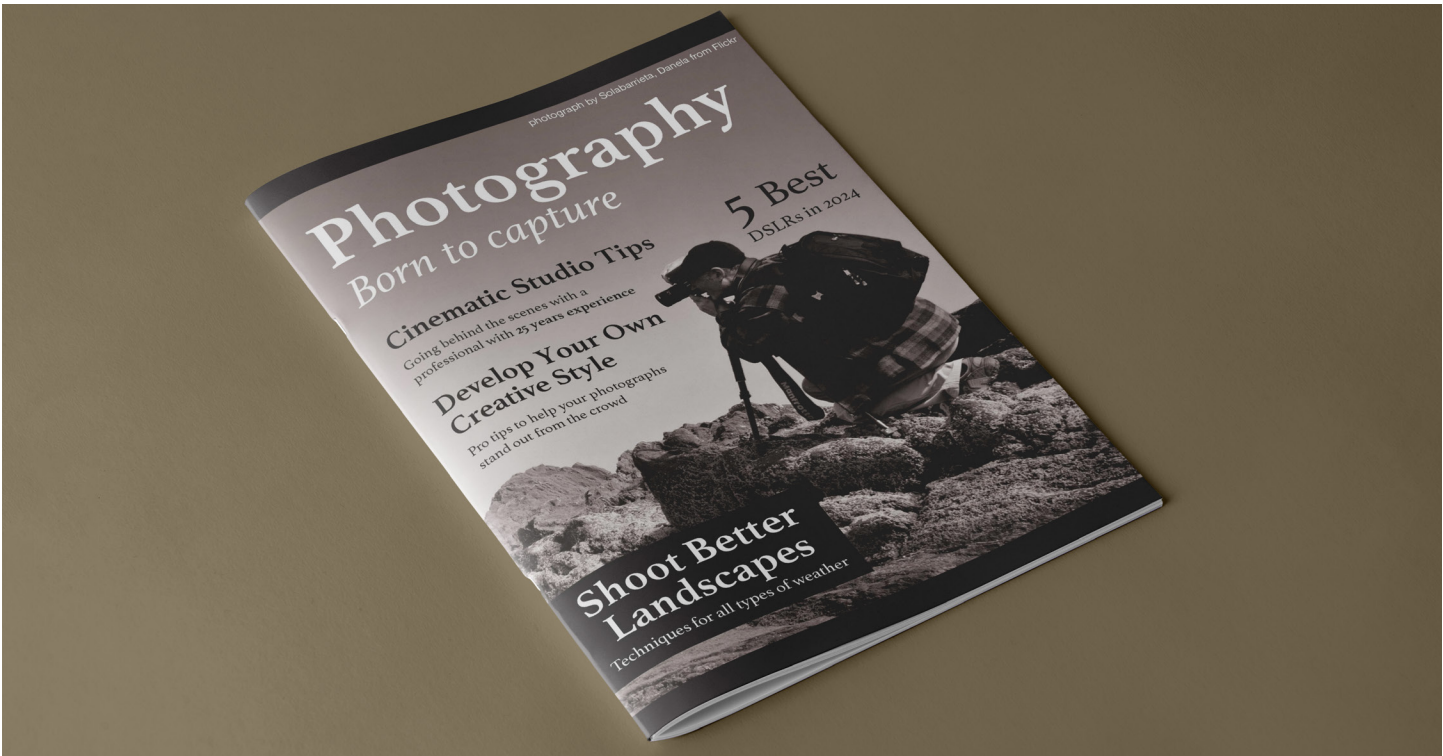
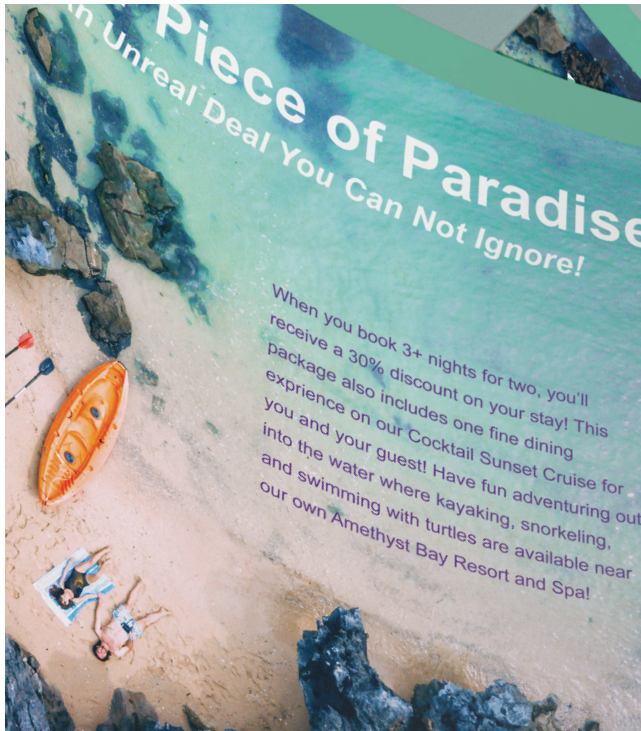
Acadia Park Equipment Company is an outdoors equipment company that was in need of a website for both mobile and desktop use. With an established color scheme and typography, I was able to create the website with this information and was able to choose my own pictures and content. The brother and sister that started the company wanted to promote their website to those who loved the outdoors.





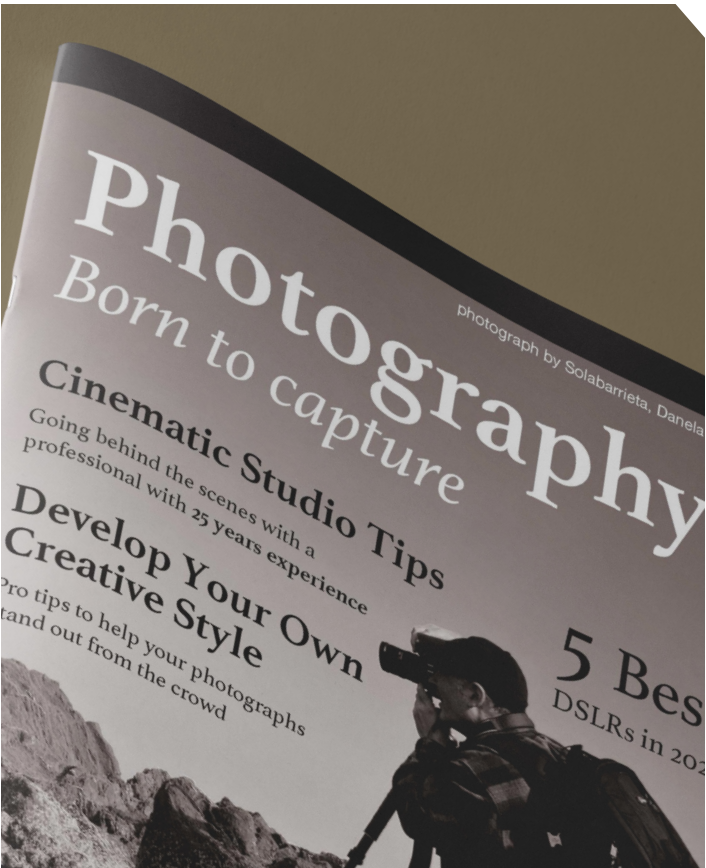
# Amethyst Bay Resort and Spa

Amethyst Resort and Spa needed a flyer for their resort to attract customers to book a vacation. With a color scheme and logo established, I was able to create a flyer that would attract couples to plan a vacation at this resort and spa. The resort is located in the beautiful Virgin Islands and is around many activites such as kayaking, snorkeling, and more. By offering a 3+ night stay with a discount of 30%, it is an unreal deal that couples can not ignore.



# Photography Magazine

A part of a bigger project, this magazine cover was the more successful one. Given free rein on the project, I created a photography magazine that highlights the content inside that includes cinematic studio tips, developing your own style, and learning how to shoot better landscapes. The audience of this magazine are those that are starting their career in photography or simply just want to learn tips on making their pictures better and successful. The greyscale design I chose was meant to make the design uniform, professional, and serious.





# Are the Planets Inhabited?

The goal for this project was to take the same article and create two entirely different layouts. The setting of one magazine was planet Earth and the reader looking at the stars. It evokes a sense of wonder of what is out there in space. The setting of the second magazine is Mars, as it is the planet that humans generally think that aliens live. Also, it is a constant wonder if Mars could one day be inhabited by humans. Therefore, I chose the theme of Mars for the second magazine.







# Ulta Digital Magazine

For this project, I had to made a digital magazine for an established compnay of my choice. Starting out, research needed to be conducted on the company of my choice. I chose Ulta Beauty for they do not have a digital magazine like their competitor Sephora. A cover, table of contents, artcle, and two advertsiements were required to be in the magazine. The magazine also includes animations that the user caninteract with such as links products, products moving by hovering over them, and links to navigate through the magazine.



www.ulta.com

Ulta Beauty



6

Fall 2023

www.ulta.com

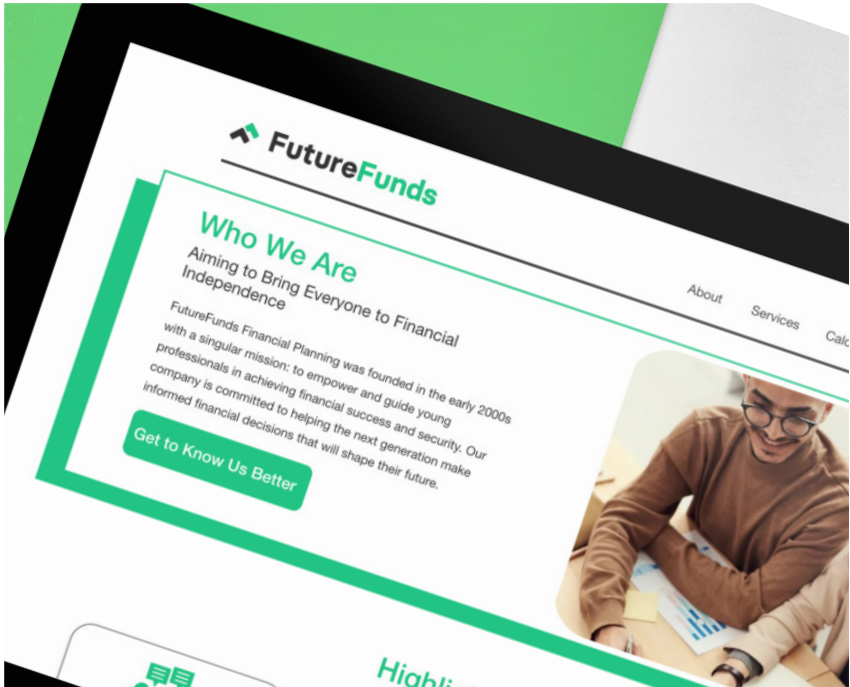
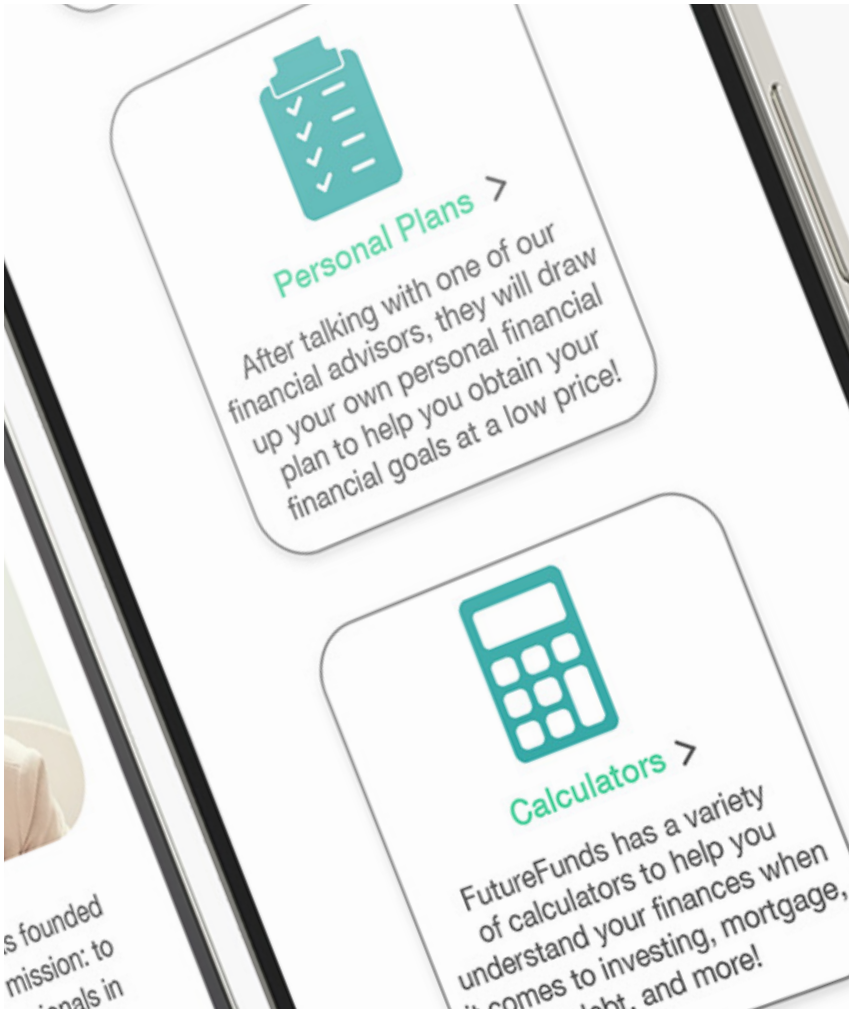
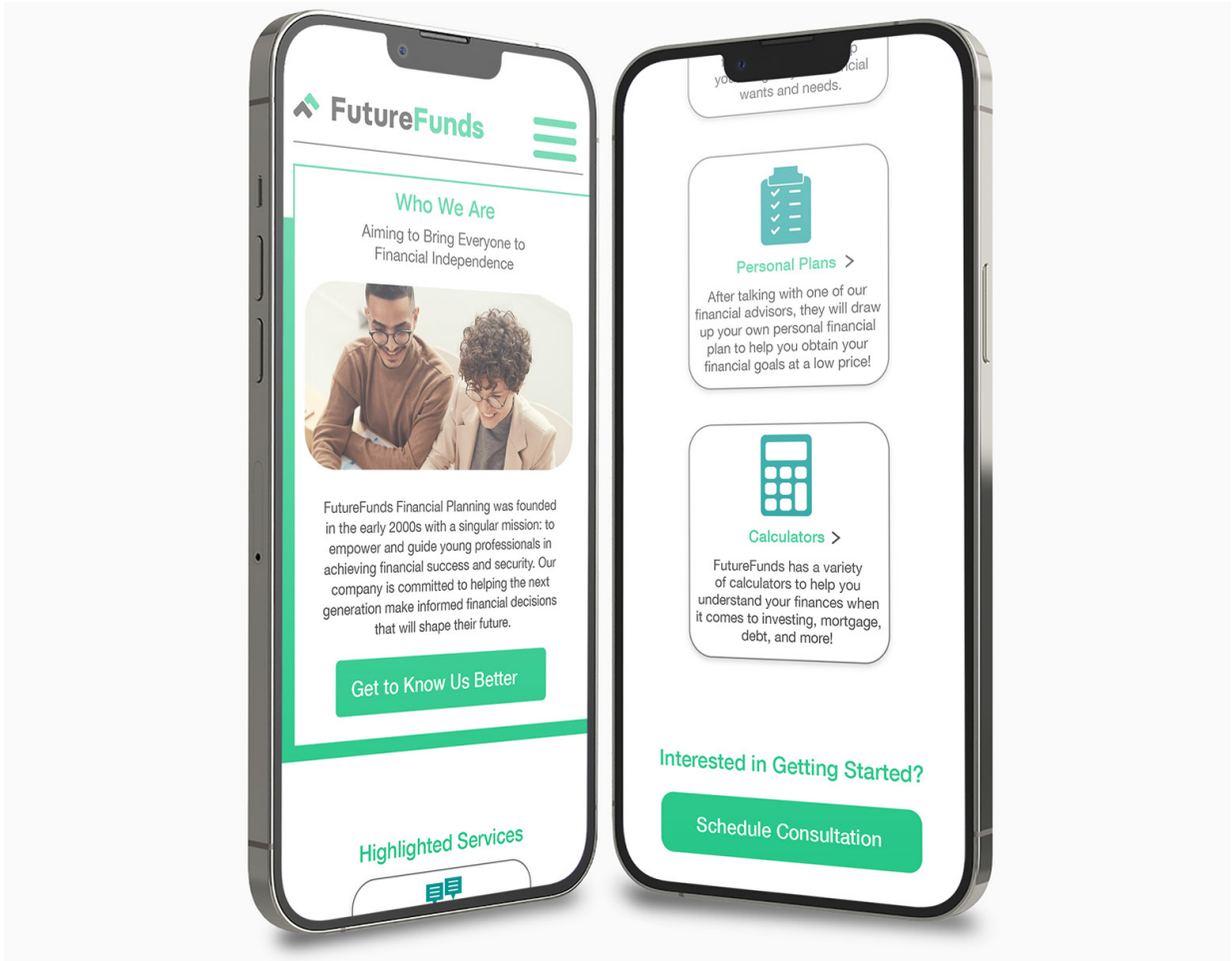


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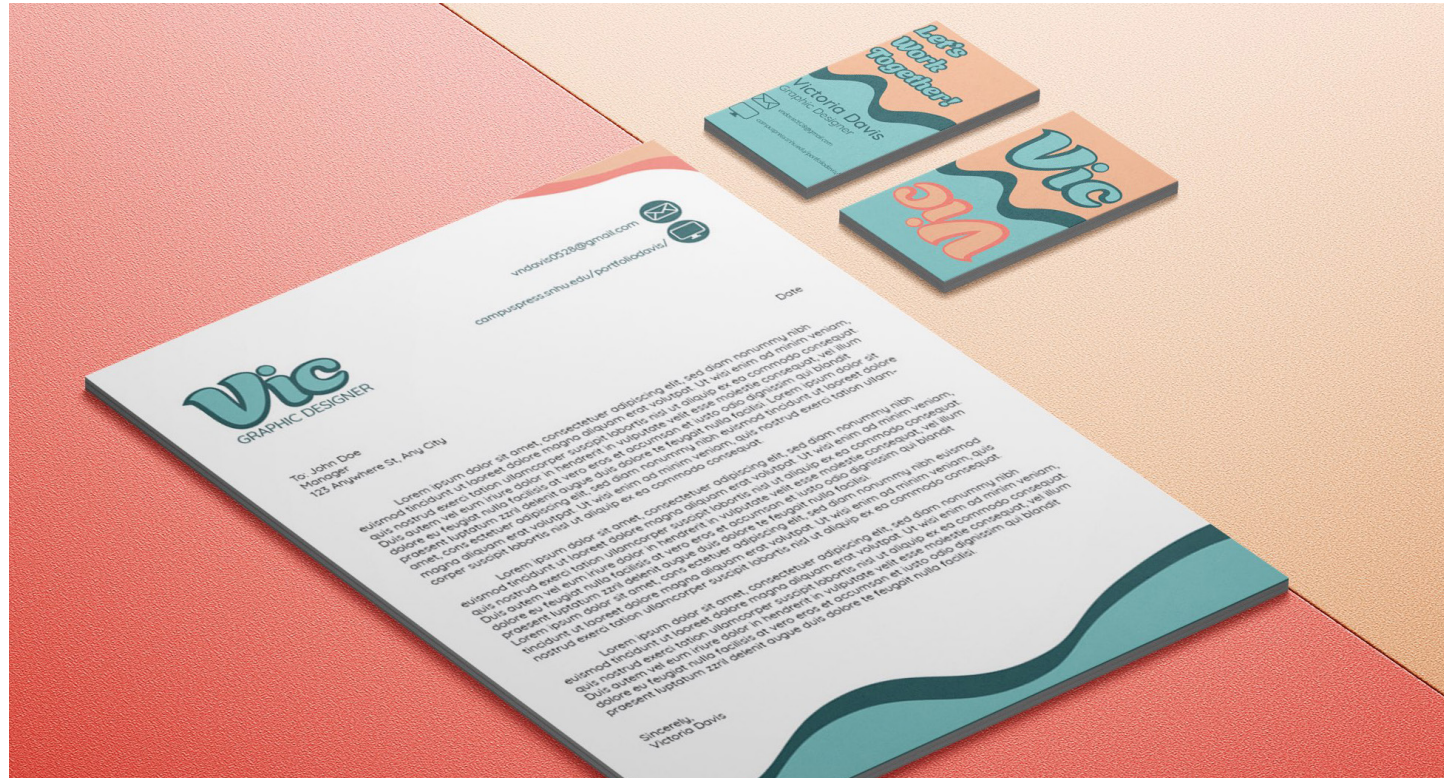


# FutureFunds

FutureFunds is a company that was in need for a website in order to reach out to their audience to provide financial planning. Their vision was to connect with young people who needed help in paying back their loans, planning for retirement, and looking to connect with a financial advisor. With an established client brief, color scheme, and information, I was able to create a user interface for both web use and mobile use. The biggest challenge was to put all of the information that the company required on their landing page which was an aboute sections, services, investment calculator, consultation scheduler, blog articles, and testimonials.

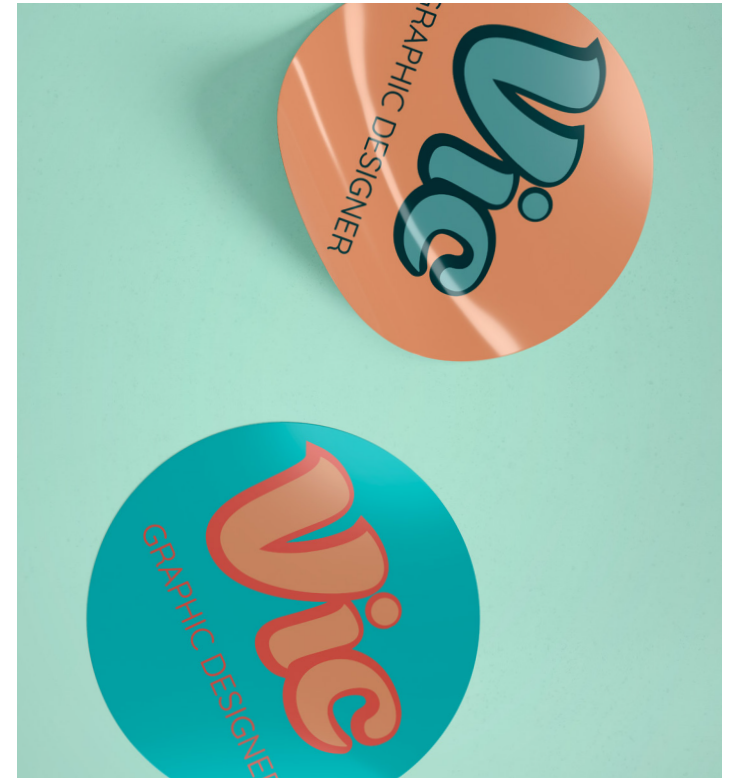






# Personal Branding

The intent of my personal branding was to promote a sense of boldness and fun. After living in two years of California, I fell in love with the weather and decided to showcase this through my branding. I chose the primary colors of two colors of blues to evoke a sense of calmness and tranquility as I feel when I am near the ocean. My secondary colors are coral, as they bring a sense of joy and fun as I felt those two years being out in California with my husband. The font I chose for my logo is called Ice Cream Slant. It is bold, fun, and makes an impact. I wish to be able to translate this sense into my work that I do.



## TOWN

For this project, the high-end Chinese restaurant TOWN needed a brochure, menu, and table tent. Given the style guide, mission statement, and vision, I created these items to reflect the aesthetic of the restaurant and create three cohesive pieces with a well thought out layout and composition. By using Adobe InDesign, I was able to accomplish this project and come out with three polished ready to print pieces.

Arcadia Park  
Equipment Company

Successful web design layout allows for better user experience and in turn, makes the brand successful. For this project, the objective was to make a website for Arcadia Park Equipment Company, with five different pages. One of the most important aspects of this project was consistency of the brand throughout the entire website. Along with this, the website had to be user-friendly on all types of devices.



## Ultra Beauty Digital Magazine

For this project, the challenge was to make a functioning, interactive, digital magazine. Choosing a magazine that already existed, I was able to study the brand and reflect their brand identity through out the digital magazine. The main challenge was to make interactivity that would be visually interesting, yet functional and useful to the viewers. Another challenge presented in this project was to make the same magazine vertically and horizontally. By using Adobe InDesign I was able to accomplish this task.

## Personal Branding

Branding is important because it gives your organization an identity, makes your business memorable, encourages consumers to buy from you, and supports your marketing and advertising. Branding will let people know what you are all about. My personal branding reflects one that is bold and fun. Through my branding, my intention is to push limits and expectations, create an experience that stands out, and that can give you the edge in the market.



# Why YOU Should Hire a Graphic Designer

- 1 Consistent Branding
- 2 Develops Innovative Ideas
- 3 Aids in Making a Good First Impression
- 4 Assists in Connecting with Your Customers

Graphic design plays an essential part in visually connecting with your customers, whether through website designs, product packaging, logos, or banner advertisements!



## About Me

I'm Victoria, and I am a graphic design student living in Southern California! Passionate about the arts, I pursued a career in Graphic and Web Design at Southern New Hampshire University in order to expand my knowledge in the creative world of design. Through my education, I learned that design plays a crucial role in everything we see and interact with and is a perfect mix of problem solving and creativity. Skillful in drawing, conceptualizing, and problem solving, these skills benefit me in using the Adobe Creative Suite, logo and web designing, and branding. I am always continuing to learn new skills and trends to aid me in my studies and career.







GRAPHIC DESIGNER

## Contact Details

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💻 <https://campuspress.snhu.edu/portfoliodavis/>

## Skills

Dynamic Visual Design

Logo Design

Branding

Typography

Layout Design

Web Design

Photography

Drawing

# Victoria Davis

## GRAPHIC DESIGNER

## Professional Work Experience

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### Freelance Graphic Designer (2022-present)

- Conceptualize logo design, layout design, and graphics for various types of businesses.
- Developed advertising content and designs for various types of media including t-shirts, posters, flyers, and product packaging, while ensuring brand awareness of target audience.
- Established goal and design thoroughly with clients throughout entire design process.

### Dance Teacher, Heidi Knight School of Dance (2020-2022)

- Developed and taught dance curricula to over 100 beginner to advanced students in styles including jazz, ballet, tap, and hip-hop from ages 8-18.
- Choreographed over 20 dances for recitals
- Choreographed award-winning competition dances
- Completed administrative duties, including timesheets and student evaluations.

## Education

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- Bachelor of Arts in Graphic Design w/concentration in Web Design  
Southern New Hampshire University (2022-present)

## Technical Skills

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- |                     |                  |              |
|---------------------|------------------|--------------|
| • Adobe Photoshop   | • Adobe Animate  | • CSS        |
| • Adobe Illustrator | • AdobeLightroom | • Javascript |
| • Adobe InDesign    | • HTML           |              |