



VICTORIA VUCINOVICH

I was born and raised in Buenos Aires, Argentina. After spending time exploring different parts of the world, I relocated to the Central Coast of NSW, Australia in 2017 where I started my own little family. In March 2023, I proudly became an Australian citizen.



+61 0412 313 250



vicuvuci@gmail.com



Design Portfolio



LinkedIn

Professional Profile

With over 10 years of experience in the creative and marketing industry, I have acquired versatile and adaptable skills as a creative director and graphic designer. Throughout my career, I have honed my organisational, teamwork, and time-management abilities, always prioritising precision and attention to detail.

Education

Bachelor Degree in Art Direction & Graphic Design at Palermo University, Bs. As. ARG
(March 2010 – July 2014)

Diploma in Business Communication at Palermo University, Bs. As. ARG
(March 2007 – Dec 2010)

Languages

Spanish: Native

English: Fluent (IELTS)

German: Advanced (Sprachdiplom I, II)

Skills

Social Media Management

Content Creation

Graphic Design

Branding & Strategy

Copywriting

Photography

Illustration

Softwares & Platforms

Social Media Platforms

(Meta Suite, TikTok & Pinterest)

Adobe Illustrator

Adobe Photoshop

Adobe Lightroom

Adobe Premier

Sprout Social

Mailchimp



References
upon request

WORK EXPERIENCE

Creative & Design Lead – Oddfish Media (AUS) 2018 – current

As the Creative & Design Lead, I am responsible for developing and executing social media strategies for our clients, which includes content creation, management as well as influencer campaigns. I also collaborate closely with stakeholders to plan and coordinate photoshoots and videoshoots to ensure high-quality content delivery.

Beyond social media, I lead a variety of graphic design projects across both digital and print channels. This includes creating online assets such as corporate branding, eDMs, website graphics and HTML banners, as well as designing offline materials like editorial layouts, posters, flyers, billboards and catalogues.

Some of the clients I have worked with: Original Mattress Factory, Roche Group, Cleanaway, Central Coast Council, Gosford Erina Business Chamber, Campus Living Villages, Worthington BMW, Stacer Boats among others.

Graphic Designer – Cool Hunter (ARG) 2016 – 2017

Responsible for the development of various advertising campaigns, including creating content for social media, websites and corporate branding, as well as designing business presentations and print materials such as brochures, posters, catalogues and event invitations. Additionally, I provided support to both the marketing and event planning team.

Some of the clients I have worked with: Banco Francés, Banco Supervielle, Banco Santander Rio, American Express, Aeropuertos Vip Club, Aerolineas Argentinas, Buquebus, AA2000.

Freelance – Graphic Designer (ARG) 2014 – 2015

Created graphic design assets for both digital and print materials, including branding collateral, logos, menus, catalogues, eDMs, brochures, pull-up banners, infographics, website content and social media visuals.

Some of the clients I have worked with: Puma Argentina, Red Bull Argentina and several small businesses.

Art Direction Assistant Mundo Talento | Gloria Productions (ARG) 2012 – 2013

Assistant to Sol Lorenzatti – Organisation and control of the visual aspects for TV commercials. Styling of locations and sets, fashion styling and assisting with the logistics to the production team.

Wing Team at Red Bull (ARG) – 2010 – 2012

Brand Ambassador. Planning and executing strategic events to reach key consumer groups. Interact with the public with the goal of developing brand loyalty and educating them about the product benefits. Support the marketing team with all sports and cultural activities.

Brand Assistant (Internship) – LatinBrandLovers (ARG) 2008 – 2009

1 year internship with Santiago Jovenich – Responsible for developing the brand identity, store and stand decoration, label and packaging design, web content and fashion styling for photoshoots.

Clients: Natacha, Lazaro and Prune.

Styling Assistant (Internship) – Para Ti Magazine (ARG) 2007 – 2008

1 year internship with Dolores Varela – assisted with the general fashion styling and set decoration for magazine photoshoots and other fashion campaigns.