



Graphic Designer & Photographer

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Self Portrait

This is a self portrait I created using Adobe Illustrator. It was used to produce an alphabet book. I was assigned the letter X and chose the word Xenia—which has its roots in genealogy. It determines who I am as a person.



Nature Close Up

Capturing detail throughout my work is my specialty. I took this photo in the Spring, and fell in love with the colors. I framed this as a request from a client and gave it away as a gift. I used a Nikon D40 and macro lens. I had to do very minor touch ups in photoshop like smart sharpen, but overall this was a close up macro shot.

Before



After



Retouch Image

Here is an image of my father and his mother that was originally taken in the 70's. This old photo had dust and scratches that needed to be removed and a lot of color correcting. I changed the depth of field so the portrait would stand out.

Masters Remix Ad

Using one of Van Gogh's pieces I created an Ad that would be placed in North Shore Magazine. This magazine attracts high end clients, so I chose to do a real-estate ad that would attract wealthy people. I edited the photo in Photoshop, found a vector file I could then use for the logo, and placed a city scape in the background. I used layer masks in Photoshop to bring out pieces from the painting, and added a tag line. After the creative part I imported the design into InDesign following the specs of the Ad size for North Shore Magazine.





Tea Box

Yogi Tea is popular for making teas with a purpose. I designed this tea box with the same intention. To begin I researched herbs that relieved anxiety. I came up with, "Lemon Balm Anxiety Relief." I chose a calm yellow and light baby blue in the design to remind yourself of sand and water which seems to be one of the most calming things known. I made this die cut in Illustrator using the pen tool and the design in illustrator too.



Strain:

Amount:



Logo & Labels

Here is a piece I worked on for a client in Portland Maine. This was done for a start up herbal delivery company. The client wanted to start their branding. The logo was done in Illustrator emulating the kratom flower.



Social Media Post

Here I created a post for Cross Portland Herbals that introduces what their products guarantee. Throughout my integrated media courses we were introduced to a software program “Canva” that has templates created for people to use to promote products, make announcements, and create invitations to an event.



Vote

<https://vote.gov/>



Voting Poster, Billboard & Post Card

November 6th, 2018 were the elections. I was asked to design a poster that would grab the attention of the students that went to North Shore Community College. Although controversial marijuana is being legalized and a trending topic. This poster, billboard and post card was intended to reach the students attention at North Shore Community College. The call of action was to go vote by November 6th, which would be implemented as a link to the “website.”



Whitecap Creations Logo

Whitecap Creations is a handmade jewelry company. After researching in depth her company, I was told this logo would be on the tags of her jewelry. I did not want to make this too big or heavy as this would be placed on such a small piece. Using the pen tool in Illustrator, I created a “W” and “C” after coming up with around 20 thumbnails for this logo.



Exhibition Image

North Shore's Spark magazine is a showcase of outstanding literary work, fine art and multimedia by NSCC students. This was displayed on the first page of their magazine. I love to capture nature photos, and animals the most. This photo was taken with a Nikon D40 and macro lens.



Vika Marshall

Contact

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My Brand Promise

I bring creativity, versatility, curiosity and confidence to a team. As a fast learner, who sets high professional standards for myself, I embrace new challenges and responsibilities. I create projects from start to finish, paying attention to every detail, while staying in communication throughout all aspects of the job.

Professional Skills

Project management
Communication
Meeting deadlines
Working collaterally
Branding
Digital Photography
Photoshop
Adobe Bridge
InDesign
Illustrator
Microsoft Word
Social Media
Marketing
Advertising
Hootsuite

Hobbies/Interests

Traveler
Animal lover
Photographer
Hiker
Swimmer
Figure Skater
Gardener
Home Decorator

Education

North Shore Community College - Danvers, MA
A.S. in Graphic Design Integrated Media
(An option of Marketing) expected
December, 2019

Northeast Metropolitan Regional Vocational
High School - Wakefield, MA
Cosmetology Major (2013)

Montserrat College of Art - Beverly, MA
Portfolio Prep Course (2012)

Awards/Accomplishments

Hootsuite Platform Certified (2019)
Spark Magazine showcased award (2018)
Life Guard and First Aid Certification (2010 - 2014)
NEMT Yearbook Photographer (2012-2013)
Licensed Cosmetologist (2013)
All-Star Athlete (2013)
Figure Skating Gold Medals (2004-2009)

Work Experience

Cashier/Assistant Manager - Market Basket
Reading, MA and Gloucester, MA
(Nov. 2009 – Present)
Provide prompt, efficient and friendly customer service. Lead night-shift employees in getting the store ready for the next day.

Customer Service Rep/Administrative Assistant -
Dynamex - Wilmington, MA (2015 to 2016)
Build sustainable relationships of trust through open and interactive communication. Provide appropriate solutions and alternatives within time limits and follow up to ensure resolution. Keep records of customer interactions, process customer accounts and file documents.

Hair Stylist - Toppers Salon - Woburn MA.
(2013-2015)
Assess client preferences and provide appropriate services with consideration to costs. Provide exceptionally creative styles which result in repeated and referral business.

