

VIC LAWRENCE

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EDUCATION

**University of South
Florida 2021**

**BS Integrated Public
Relations and Advertising**

Magna Cum Laude

The National Society of
Leadership and Success



SKILLS

Adobe Creative Suite

Campaign Design

ChatGPT

Midjourney



AFFILIATIONS

Ad 2 Tampa Bay

Camp OUT

American Advertising
Federation Tampa Bay



EXPERIENCE

System Soft Technologies

Graphic Designer

September 2021 – Present

- Create a large array of materials including social media content, document designs, and branding
- Worked closely with and provided support to multiple departments across the global offices

The Dalí Museum

Freelance Graphic Designer

June 2021 – July 2021

- Continued work for campaigns initially started during internship term
- Designed print, digital and gif advertisements to promote campaigns

Graphic Design Intern

January 2021 – April 2021

- Created and translated designs for an extensive cross-platform exhibit campaign including print, gifs, out-of-home digital and merchandise materials
- Led an out-of-home campaign project and presented concepts to the museum directors

SAGO Agency

Account Supervisor

January 2021 – April 2021

- Led a team of creatives and researchers to ensure clients' needs and requests were met
- Acted as the liaison between clients and the agency

Evolve & Co

Design Intern

August 2020 – November 2020

- Designed graphic and video content for clients' websites and social media pages
- Aided with client photo-shoots as a production assistant and camera operator