

VICTORIA J MCCORMICK

GRAPHIC DESIGNER & PHOTOGRAPHER



ABOUT ME

I am a colourful & passionate Tasmanian artist, experienced graphic designer & content creator adept in creating powerful visual designs using a diverse range of digital software, committed to helping businesses shape & grow their brand identity through the use of compelling campaigns. Accustomed to collaborating, building longterm relationships and dedication to a team's success. I have 14 years of creative experience primarily freelancing, balancing simultaneous creative design projects, conceptualisation, publication, photography, web design, social media campaigns & have added significant value to the many Tasmanian start-ups, organisations & events, establishing wins right from launch to business growth and brand establishment.

I am creative in all facets of my life, I love to expand my knowledge, meet new people & indulge in everything our island home has to offer. I am ardent about the unique brand of our island state and love the opportunity to show it off.

CONTACT



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RECENT COMMISSIONS

2023

Keshet

In-house ecommerce marketing + EDM creative

2018 - 2021

Ally Nischler Hair

Brand Development + Launch / Social Management + Print Media / Influencer Collaboration

2020 - 2022

Tasmanian Education Department

Print + Publication Design

Website Design / Signage / Photography

2014 +

Assemble Anything TM.

Art Director + Project Management for TV Commercial Publication design / Social + Web Management / SEO Trademark Implementation + Vehicle Wrap

2020 +

Kingborough Child + Learning Hub.

Project Design Planning Team

CLIENT HISTORY

Ally Nischler / Spa Luxe Apartment / Vow Studio Shop / Sniff
Assemble Anything TM. / Kingston Primary School / Pure Earth
Tasmanian Department of Education / Wise Lord & Ferguson
Plastic Wise Tarooma / Raine & Horne Hobart / Age of Visibility
Graham Family Funerals/The Brave Foundation / Optimal Health
The Makeup Ambulance / Simone Jackson Remedial

PROFESSIONAL DEVELOPMENT

Courses + Memberships

AGDA Member / Illustrator 27.3.1. CS2-CC

Adobe Photoshop7-9,CS2-Cc / Advanced Wordpress

Development / Advanced Microsoft Excel

Dreamweaver / InDesign CS4 Advanced Techniques

Certification

Diploma of Graphic Design CUA50720

Photography 2 + 3 / Technical Drawing 4

MYOB certificate 1 and 2 / Int. Info Systems

UTAS

(deferred) (5 subjects completed)

Degree: Bachelor Degree Major: Marketing & Arts

Minor: Business Management

SOFTWARE EXPERTISE

Ps
90%

Ai
90%

Id
70%

W
70%

Lr
80%

SKILLS + EXPERIENCE

BRAND MANAGER & CONTENT CREATOR

Ally Nischler

In the bustling streets of North Hobart, amidst the aroma of freshly brewed lattes and the chatter of locals, I sat down with Ally Nischler, a dreamer with a vision. As she shared her dreams of owning a salon, I felt the spark of creativity ignite within me. Rushing back to my desk, fuelled by excitement,

I swiftly got to work, developing an eye-catching brand, I wanted to create something uniquely Ally & set her apart from the crowd. Next came brand launch and a carefully curated social media strategy to get her name out there. Trending, clickable & aesthetic content. Followed by, designing the salon space, colour conceptualisation, large, branded prints for the window and an application to the Hobart City Council to apply for steel cut signage.

Opening week finally arrived, social media launch with original & trending branded content, gift voucher + appointment card prints. Ally got off to an absolute flying start, 6 months in we were able to expand and collaborate with Makeup Artists, Influencers + Designers to organise in-house photo shoots.

Fast forward to 2024, Ally is a true Tasmanian success story, she is always fully booked, months in advance, despite the pandemic. Recently, Ally saw the need for less marketing as she is at capacity client wise, we discontinued the 3x weekly social post schedule and she now hits me up occasionally for a fresh colour pop in the shop window.

My work with Ally Nischler demonstrates my capacity for understanding individual brands and crafting strategies tailored to their unique identity. From conceptualising the salon space to managing social media and collaborating with influencers, I helped Ally establish a strong presence in the market and achieve remarkable success.

LEAD MARKETING MANAGER

Assemble Anything TM.

I joined the Assemble Anything team early on and played a key role in expanding the business. Assemble Anything already had a logo designed, so I stepped in and elaborated upon the brand concept. They started with just 2 employees and one vehicle to share. My marketing efforts helped the company grow from just a couple of employees into a major player in the Tasmanian market, transforming Assemble Anything into a household name, and ultimately securing contracts like the exclusive IKEA partnership, showcasing my ability to identify and capitalise on lucrative opportunities.

During my 7 years with Assemble Anything I orchestrated a diverse range of cross-platform media, implementing strong marketing strategies and campaigns to quickly expand the business, increase brand awareness and ultimately drive sales. I achieved Trademark completion in 2016, designed and coordinated Van & Ute signage wrap for the growing company fleet. Observed business changes and pursued key development opportunities. Wrote, illustrated & directed a large budget Southern Cross TV advertisement. Oversaw the management & creation of fresh content for Assemble Anything's busy social pages & website development.

My leadership & creative prowess played a pivotal role in propelling the business to new heights. Demonstrating huge business growth and expansion, currently 47 Tasmanians are employed by Assemble Anything, with 3 depots located state-wide and my accomplishment in the recent winning of a major IKEA contract to be the sole flat pack installers for Tasmania. My marketing strategies have been so successful that they are now expanding and packaging up franchises for other states in Australia.

MARKETING ADVISOR & GRAPHIC DESIGNER

The Department of Education, Children & Young People

I was contracted to implement a re brand for several local government schools, one being, Kingston Primary, where their objective was to achieve level capacity to be considered for a major Federal Re-development Grant. Firstly, I designed a new look, then facilitated school signage with Flying Colours, Margate and Kingborough Council for signage applications.

During the pandemic my role migrated, and I was charged with a roles of digital software support for teachers, I designed and collated informative videos to speedily ready teachers to move to online learning with their students, highlighting my versatility and adaptability. When all eased back to a little normalcy, I staged a photo shoot of students in the school library and the kindergarten, edited and later used the imagery in a Mercury publication, a letter box print, newsletters, and community posters.

My creative content evidenced success through the achievement of a multimillion-dollar federal government community hub grant approved to be built on Kingston Primary School campus with the outlook to upgrade all school facilities.