

Victoria Barnett

Highlights of Qualifications

- Development & implementation of communication strategies/plans for non-profits/community organizations
- Experience writing & sending press releases, liaising with media, maintaining media lists, & being a spokesperson
- Event/Meeting Management & Planning, including use of digital and in-person outreach strategies
- Online mobilization, promotion, and organizing for social justice initiatives, events and campaigns
- Excellent knowledge of Adobe Creative Cloud (Photoshop, Illustrator, etc) & Microsoft Office Suite (Word, etc)
- Graphic and Web Design & Maintenance - Wordpress & Drupal, HTML, CSS, & web programming
- Development of mock-ups and prototypes, wireframes and content style guides for web and print designs
- Writing and Design experience for accessible print and digital (web & social) media
- Experienced with Social Media- Facebook, Twitter, Instagram, Tumblr, YouTube, Pinterest, MailChimp & more
- Experienced with Collaboration tools: Slack, WordPress, Google Docs/Hangouts, Skype, WebEx, Wikipedia, & more
- Passionate, collaborative, determined, quick learner, self-directed, creative, detail-oriented, reliable, resourceful
- Mac OS X & Windows Operating Systems, & Web Browsers (Chrome, Firefox, Safari, Explorer)
- Excellent Communication Skills, Design & Web Skills, Time Management and Organizational Skills
- Budgeting, Process Invoices & Payments and facilitation of both in person and online fundraising campaigns

Professional Experience

GRAPHIC & WEB DESIGN

Freelance, Victoria Barnett

2010 - Ongoing

- 7+ years in UI/UX web & graphic design project coordination & content creation from concept to final product
 - Experience with design conceptualization and process, wireframes, accessibility and brand consistency
 - Able to liaise professionally with clients for project coordination, contracts, assessment, final product & training
 - Projects have included: websites, posters, flyers, social media communications, infographics, reports, campaigns
- Online portfolio available: victoriabarnett.com

DIGITAL GRAPHIC DESIGNER

OMERS

2016- Ongoing

- Design & layout of creative elements for organizational initiatives and key steward in OMERS branding refresh
- Provide digital support for website and internal communication platforms, ensuring web and print accessibility
- Provide, plan, manage & implement projects, and accessible user-friendly tools and templates to enable organizational capability & production of professional business material

JUNIOR WEB DEVELOPER

Ontario EcoSchools

2016 - 2017

- Designed both English and French version of Annual Reporting websites
- Provided technical and programming maintenance for WordPress site, including research and use of Google Analytics to make website recommendations and plugin installations
- Coordinate with Communications team, IT team and designer on project planning and execution

Programming & Volunteer Coordinator

Ontario Public Interest Research Group (OPIRG) YORK

2012 - 2015

- Responsible for training students/volunteers in effective in person and digital outreach for campaigns and events
- Communication & Networking (in person & digital) with students/volunteers & administration
- Recruitment, orientation, placement and training of volunteers, including supervision, tracking & evaluation
- Developed & managed OPIRG York programming, events & trainings, and main support for OPIRG Action Groups
- Maintained & produced web content, social media, posters, pamphlets, outreach materials, and mailing lists
- Trained & facilitated volunteers in consensus Decision-Making, Organizational Development, & Anti-Oppression

Applications Support Specialist

Learning Technology Services, York University

2009 - 2011

- Resource person for faculty, teaching assistants and university staff across all university departments by providing technical assistance with learning technologies in-class, by phone, email & walk-in clients
- Coordinated in-person hands-on training for clients in website & content management software, eLearning tools, multimedia services, university software and hardware applications as well as technical tools and services
- Responsible for application testing, written documentation, website updates/creations, & in-person support

Learning Technology Support & Media Productions

Learning Technology Services, York University

2008 - 2009

- Responsible for product/content creation, duplication, back-up, migration, as well as responding to faculty and staff requests or troubleshooting across all university departments about learning management software
- Assisting with and writing of technological documentation of services, facilities & programs for the LTS office
- Responsible for creation, troubleshooting & training for Online course management systems (Moodle & WebCT) and websites for faculty and staff across all university departments
- Coordination/creation of screen-capture video tutorials & written documentation training for all staff & clients
- Providing assistance with website creation/maintenance, video recording, file transfers, and other office duties

Photographer/Videographer, Web Editor & Office Assistant

Student Community & Leadership Development, York Is U, York University

2006 - 2008

- Created posters & outreach materials using style guidelines, and maintained/designed web graphics & layout
- Photographed and recorded all special events, meetings and trainings
- Created a new form of advertisement for the program: video commercials

Layout & Web Editor/Collective Administrator

YU Free Press Newspaper, York University

2008 - 2011

- Created and managed full newspaper layout, as well as post and pre production of the newspaper
- Web designer, coordinator and content updater, & advertisements/outreach materials designer & coordinator
- Signing authority and bank administrator, including bank records upkeep & invoice processing

- Designer & Social Media Coordinator, Jane Finch Action Against Poverty, 2012- Current
- Coordinator & Member, Design Justice Network, 2015-Current
- Coordinator (Outreach & Promotions), Future Design Lab at Allied Media Conference Detroit, 2013-2015
- Coordinator/Facilitator, Social Justice Open Studio Toronto, 2013 - 2015
- Designer & Social Media Coordinator, Justice for Mahjoub Network, 2012 - 2015
- Social Media Liaison/Website Editor, Toronto Community Mobilization Network / CSN Toronto, 2010 - 2011
- Social Media & Web Designer & Spokesperson, Toronto Stop the Cuts Network, 2010 - 2013
- Student Co-Chair, Sustainability Council, York U, 2009 - 2010
- Layout & Web Editor/Collective Administrator, YU Free Press York U, 2008 - 2011
- President & Finances, Fair Trade Coalition, York University, 2007 - 2009
- Fair Trade Convener/Designer, Sustainable Purchasing Coalition, York U, 2005 - 2009

Certificate, Digital Media Skills

Ontario College of Art and Design (OCAD) University

2013 - 2015

Certificate, Web Design, Development & Maintenance

Humber College

2011 - 2012

Honours BA, International Development Studies

York University

2005 - 2009

Advanced, Spanish Language

Spanish Centre, Toronto ON

2015 - 2016

- Available Upon Request.

Volunteer Experience

Education

References