

VICTOIRE WINCHESTER

NH-BASED GRAPHIC DESIGNER

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EXPERIENCE

Graphic Designer & Administrative Coordinator | Dec 2025 - Present

Silentwoods Collective, Antrim, NH

- Designed and co-authored a high-impact fundraising presentation delivered to the Juilliard Board of Trustees, contributing to successful donor engagement and institutional support.
- Developed diverse print and digital marketing assets for events, including flyers, posters, web banners, and social media campaigns, ensuring consistent branding and messaging across platforms.
- Authored and proofread copy for promotional materials and online content, balancing creative storytelling and accuracy.
- Coordinated volunteers and managed external vendors and contractors, ensuring timely delivery of materials and organized event execution.

Digital Designer & Project Coordinator | Oct 2024 - Present

Harrisville Designs • Friendly Loom • Peace Fleece, Harrisville, NH

- Designed high-converting digital assets (web banners, emails, landing pages, social graphics) for three brands generating \$5M+ in annual revenue, contributing to a 4% YoY revenue increase and boosting online engagement.
- Executed email marketing campaigns generating \$15K per send on average, utilizing UX best practices, strategic layout, and customer insights, driving significant customer retention and conversion.
- Produced integrated content—visuals, product photography, and copywriting—that resulted in a 21% increase in marketing performance, particularly during product launches and seasonal campaigns.
- Led external contractors and partnered cross-functionally with C-suite and sales teams to deliver cohesive, brand-aligned creative solutions, serving as Visual Lead on 10+ successful product launches from concept development through release.
- Coordinated creative projects by serving as the primary liaison between the design team and other departments; developed timelines, prioritized tasks, and broke down complex initiatives into actionable steps to ensure on-time, high-quality deliverables.

Design Assistant | May 2024 - Oct 2024

- Supported creative concept development and presentation prep for internal reviews, ensuring brand alignment and timely Creative Director approvals.
- Designed and prepared visual assets and press-ready files for both print and digital—including photo retouching, video content, and packaging—using Adobe Creative Suite to ensure consistency and production accuracy across all channels.
- Improved workflow efficiency by organizing asset libraries, managing tasks in Monday, and leading weekly check-ins to align priorities and keep projects on schedule.

Graphic Designer & Print Production Associate | Oct 2023 - May 2024

Capitol Copy, Concord, NH

- Managed 10+ print jobs daily, balancing design, customer service, and quality control for timely delivery.
- Designed 80+ print collateral pieces (brochures, posters, banners), ensuring brand consistency and visual impact.
- Oversaw full print production from file prep to proofing, delivering press-ready materials.
- Delivered assets for high-profile clients, including the NH State House and ACLU of NH.

EDUCATION

Savannah College of Art and Design | BFA in Graphic Design - 4.0 GPA

SKILLS & SOFTWARE

Technology Adobe Creative Suite | HTML/CSS | Figma | Procreate | Canva | Klayvio | Mailchimp | Shopify | Microsoft Office 365

Core Time Management | Organization | Creative Problem-Solving | Detail Oriented | Project Development | Collaboration

Industry Branding | Web Design | UX/UI | Email Marketing | Presentation Design | Photography | Illustration | Video Editing | Photo Retouching