

VICTORIA A DAVIS

845-659-6410 | Victoria.a.davis813@gmail.com | victoriadavis.design

SUMMARY

Graphic Designer with 5+ years of experience developing brand systems, retail communications, packaging, training materials, and production-ready creative assets for global brands. Experienced in improving creative workflows, building scalable design systems, and partnering with cross-functional teams to deliver consistent, high-quality brand experiences.

WORK EXPERIENCE

Calvin Klein

Senior Coordinator, Visual Merchandising Training + Communications

April 2026 - Present

- Owns virtual merchandising execution, including management and oversight of 3D floorset renderings across all channels.
- Partners with the Senior Manager, VM Communications and Training on the design, development, and evolution of the eLearning courses.
- Creates seasonal guidelines and weekly update documents for owned and operated stores.
- Serves as a key partner to Store Communications and Field VM to anticipate store needs and translate feedback into actionable assets.
- Partners with VM Production to design engaging, brand-appropriate marketing assets, including window banners, in-store signage, and other communication tools.
- Collaborates with the broader VM team on shared initiatives and special projects, providing creative and operational leadership.
- Provides guidance and direction to the Visual Merchandising Coordinator to support timely and accurate execution.

Coordinator, Visual Merchandising Training + Communications

October 2023 - April 2026

- Transformed the Visual Merchandising team's seasonal communication workflow by introducing SketchUp as the primary production tool, replacing an on-site photography and Photoshop-based process with scalable 3D store models that reduced production time, improved consistency, eliminated store photography, and created a reusable system for seasonal updates..
- Designed and implemented standardized SketchUp templates and a centralized CAD asset library, creating a reusable merchandising system that enabled scalable, adaptable floor set production across multiple store formats.
- Produced hundreds of 3D merchandising renderings annually to support seasonal floor sets, monthly updates, and store-specific initiatives, enabling faster communication and more consistent execution across the North American retail fleet.Partnered with Store Communications, Field Visual Merchandising, and VM Production to translate merchandising strategies into clear, actionable retail directives.
- Developed eLearning content and training materials to support consistent execution across retail teams.

Freelance Graphic Designer (Contract)

April 2022 - October 2023

- Led the creation of the North American Retail Standards Guide from concept through final production, ensuring brand consistency across stores.
- Collaborated with various cross-functional partners, including the Field Visual Merchandising team and Store Operations, throughout the entire development process.
- Prepared and released monthly store directive documents, photographing and photoshopping on-site changes to ensure all visual assets were accurate.
- Established a video production workflow for monthly store directives, instructing the VM team on recording techniques and editing the captured footage into video walkthrough for store distribution.

Tzumi

2D Production Designer

June 2021 - April 2022

- Partnered with the Art Director to develop a new beauty brand from concept through production, creating the visual identity, brand guidelines, packaging, and product manuals used across the product line.
- Prepared production-ready artwork for packaging, manuals, retail displays, and marketing collateral, ensuring vendor-ready files met print specifications and quality standards.
- Reviewed and approved packaging samples and production proofs to ensure consistency with brand standards before manufacturing.
- Maintained digital asset organization and collaborated with Brand and Marketing teams to support efficient creative production.

EDUCATION

Bachelor of Fine Arts (BFA), Visual Presentation and Exhibition Design

Fashion Institute of Technology

2019 - 2021

Associates in Applied Science (AAS), Communication Design

Fashion Institute of Technology

2017 - 2019

SKILLS

Technical Skills: Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Adobe Express) SketchUp, V-Ray, Lumion, Articulate (E-Learning), Mac & PC Platforms

Languages: English, Polish

Design Specialities: Branding, Visual Design, Typography, Layout Design, Photography, Image Retouching, Packaging Design, E-Commerce Listings, Document & Material Design

Certifications: Adobe Certified Professional in Visual Design using Adobe Photoshop