

# VICTORIA LEE {Bray}

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designer. thinker. problem solver. leader. wife. teammate. talker. multitasker. mother.

**Creative Director**  
10/2018 - present  
Maverick Concepts

Design for and direct in-house prototyping department for boutique, innovative printing and fabrication company. Partner with top retailers to help drive the vision of their in-store marketing campaigns from concept, design, engineering to manufacturing and in-store execution. Sampling of clients include: ULTA® Beauty, Macy's, Neiman Marcus, Le Creuset®, Aéropostal®, Fossil, Crate & Barrel, American Girl®, Kendra Scott

**From the Right Side:**

Design and engineer in-store campaigns with budgets, manufacturing and most importantly, client brands in mind. Provide inspiration, refine designs and overall execution and be the critical eye to all creative and technical output. Push innovation by researching and testing the latest, cutting edge materials to elevate client's in-store experience and overall brand. Partner with sales members to pitch and sell creative ideas and further sell the companies offerings. Internally be the marketing eye as well as design and execute company marketing materials to grow client base and overall sales.

**From the Left Side:**

Direct Graphic Designer and Industrial Designer for all day-to-day functions of department.

Partner with Production to evaluate and refine workflow processes to maintain creativity and speed to market.

Human Resources duties include interviewing and hiring team members, creating individual growth plans for staff and resolving disciplinary issues.

**Creative Director**  
08/2014 - 10/2018  
RR Donnelley

Directed in-house prototyping department for the world's largest global printing company. Partnered with top retailers to help drive the vision of their in-store marketing campaigns from concept, design, engineering to manufacturing and in-store execution. Sampling of clients included: ULTA® Beauty, Kohl's®, Macy's, Dr Pepper Snapple Group, ANN INC., Benefit Cosmetics, The Home Depot®, The Children's Place, Wendy's®, Nespresso®

**From the Right Side:**

Provided inspiration, lead brainstorming sessions, refined designs and overall execution, was the critical eye to all creative, structural, and technical output while acting as over arching brand ambassador for clients, all while maintaining client budgets. Pushed innovation by research and testing the latest, cutting edge materials to elevate client's in-store experience and overall brand. Partnered with sales members to pitch and sell creative ideas and further sell the companies offerings.

**From the Left Side:**

Directed a two location, 20-member team of Graphic Designers, Structural Engineers and Account Managers for all day-to-day functions of department.

Consistently evaluated and refined department workflow processes to maintain creativity and speed to market.

Human Resources duties included interviewing and hiring team members, creating individual growth plans for staff and resolving disciplinary issues.

**Victoria Lee Creative**  
09/2012 - present

**Creative Director**  
04/2010 - 09/2012  
MGM Resorts International®

Design Studio

Directed in-house department for one of the world's leading global casino and hospitality companies. The thirty-six-member department included Creative Managers, Senior Designers and Designers along with a Production Art Studio group and support staff such as Copywriters, Production, Direct Mail, and Traffic.

**Core clients included:**

CityCenter (ARIA Resort & Casino, Vdara Hotel & Spa, Crystals Retail & Entertainment District, Mandarin Oriental, Las Vegas, Veer Towers, and the overall Residential aspect) Mandalay Bay Resort & Casino; New York - New York Hotel & Casino, Excalibur Hotel & Casino; Luxor Hotel & Casino

**From the Right Side:**

Directed, conceived and designed a variety of projects including overall general marketing and advertising efforts, branding ads, hotel and hotel outlet branding, hotel collateral, direct mail campaigns, and logo development.

Ensured budgets and deadlines were met as the department maintained the highest level of creativity while sustaining a high volume workload and adhering to brand standards.

Contributed design solutions based on client marketing initiatives, global trends and company positioning for in-person client presentations.

**From the Left Side:**

Directed Management team of eight for all day-to-day functions of department.

Consistently evaluated department workflow processes to maintain cost effective allocation rate and high volume workload.

Human Resources duties included interviewing and hiring team members, creating individual growth plans for staff and resolving disciplinary issues.

**Creative Manager**  
02/2006 - 04/2010  
MGM Resorts International

**Senior Designer**  
08/2003 - 02/2006  
MGM Resorts International

**Designer**  
04/2002 - 08/2003  
MGM Resorts International

**Production Artist**  
05/2001 - 04/2002  
MGM Resorts International

**Bachelor of Arts**  
09/1995 - 05/2000  
Graphic Design : Illustration

what I've been doing

where I came from

who I liked it

Project managed, conceived and designed for CityCenter & Mandalay Bay Resort & Casino, including hotel and outlet branding, direct mail campaigns and logo development as well as other general collateral and marketing efforts.

Managed the thirty-six-member department and provided creative direction to a design team of sixteen.

Oversaw and maintained all brand standards while conceiving and designing higher end campaigns on time and within budget.

Conceived and designed multiple branding packages for various casino outlets, high-end direct mail campaigns, large format graphics and general marketing and advertising efforts for Bellagio Hotel & Casino and MGM Resorts International Corporate. Also provided creative direction to Design and Production Art teams.

Under guidance of Senior Designers, conceived and designed general direct mail campaigns, hotel collateral, large format and all general marketing and advertising efforts. Created clean and accurate press ready files.

Modified various digital files for a wide range of print productions. Prioritized high-volume workload and tight deadlines while following multiple brand standards. Created clean and accurate press ready files.

Texas State University (formerly known as Southwest Texas State University)

**AIGA - Las Vegas - 2012**

*silver* - ARIA RESORT & CASINO - Spin High Limit Tournament Invite  
*merit* - FACESTHETICS - Logo Identity

**ADDY AWARDS - Las Vegas - 2010**

*silver* - ARIA RESORT & CASINO - Spa Brochure  
*bronze* - CRYSTALS RETAIL & ENTERTAINMENT DISTRICT - Branding Consumer Ad

**ADDY AWARDS - Las Vegas - 2009**

*bronze* - ARIA RESORT & CASINO - Convention Ad Insert

**GRAPHIC DESIGN USA - National - 2009**

VDARA HOTEL & SPA - Rack Brochure

**GRAPHIC DESIGN USA - National - 2008**

VDARA HOTEL & SPA - Sales Kit

**ADDY AWARDS - Las Vegas - 2008**

*gold* - VDARA HOTEL & SPA - Sales Kit  
*silver* - VDARA HOTEL & SPA - Stationery System

**AIGA - Las Vegas - 2007**

*merit* - CORPORATE - Employee of the Year Invite  
*merit* - CITYCENTER - Brochure  
*bronze* - VDARA HOTEL & SPA - Stationary System

**GRAPHIC DESIGN USA - National - 2007**

CORPORATE - International Corporate Calendar  
MGM GRAND - President's Invite  
CORPORATE - K-1 Campaign / Posters / Program

**ADDY AWARDS - Regional - 2007**

*regional silver* - MGM MIRAGE - Corporate Holiday Card  
*regional silver* - MGM GRAND - President's Invite

## Tools

**AIGA Las Vegas**  
2004 - 9/2012  
Member

**AIGA Las Vegas**  
2010 - 8/2012  
Board Member  
INitiative Director

**Art Institute Las Vegas**  
05/2006 - 08/2012  
Advisory Board Member  
Graphic Design

**College of  
Southern Nevada**  
05/2008 - 08/2012  
Student Advisor

who liked it

how it happens

who i've been hanging out with

**ADDY AWARDS - Las Vegas - 2007**  
*gold* - MGM GRAND - President's Invite  
*silver* - MGM MIRAGE - Corporate Holiday Card  
*bronze* - MGM MIRAGE - Board of Directors Invite

**AIGA - Las Vegas - 2006**  
*bronze* - MGM MIRAGE - Corporate Holiday Card

**ADDY AWARDS - Las Vegas - 2005**  
*certificate of excellence* - MGM MIRAGE - Board of Directors Invite

**ADDY AWARDS - Las Vegas - 2004**  
*silver* - MGM GRAND - De La Hoya Fight Invite Poster

**AIGA - Las Vegas - 2004**  
*bronze* - MGM GRAND - De La Hoya Fight Invite Poster

## iMac

Adobe Creative Cloud  
InDesign  
Illustrator  
Photoshop  
Word  
Excel  
PowerPoint

## INitiative Director:

Represented In-House segment of Las Vegas design community.

Sat on Return on Design Conference committee. Executed branding and assisted in coordination of conference efforts.

Assisted in art directing the 2012 Work Show branding.

Advised Art Institute on recommended course studies for the print-specific Graphic Design program for the Las Vegas market.

Participated in question and answer sessions, mock interviews, and portfolio critiques for students.

Guest lecturer of College of Southern Nevada department of Applied Sciences Media Technology Graphic Communications Class GRC 207.

Accepted private invitations for six consecutive semesters to judge senior portfolio reviews. Provided insight, feedback and critique on senior books.

Served as advisor for Professional Professor Dan McMcElhattan III.