

VICTORIA CHILELLI

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 victoriachilelli

 victoriachilelli.com

 New York, New York

EXPERIENCE

Design Lead

April 2024 - Present

Omnicom Media

New York, NY

- Provided creative leadership and hands-on design support for a 200+ member Omnicom Media team on the L'Oréal Beauty Co-Lab account, successfully managing multiple high-priority projects in a fast-paced environment.
- Collaborated closely with the CEO and executive leadership to develop compelling visual narratives and presentations for senior Omnicom and L'Oréal stakeholders.
- Designed a wide range of client-facing assets including executive presentations, marketing collateral, scalable design templates across multiple L'Oréal brands, and visual identities for industry events such as Cannes Lions and CES.
- Directed the creation, production, and distribution of weekly and monthly newsletters, ensuring consistency with brand standards and messaging.
- Led the end-to-end redesign of the Beauty Co-Lab office space, translating brand strategy into a physical environment that enhanced culture, collaboration, and brand visibility.

Senior Graphic Designer

August 2022 - April 2024

Omnicom Media

New York, NY

- Drove end-to-end creative execution for 20+ monthly deliverables across branding, print, digital, and experiential design for global clients including Pepsi, AT&T, Disney, McDonald's, and The BMW Group.
- Played a key role in new business development by delivering visually compelling print, digital, and environmental design solutions in a high-pressure, fast-paced agency environment.
- Led creative direction for high-stakes global pitches ranging from \$100M to \$1B+, producing 40+ high-impact presentation decks and experiential concepts annually that contributed to winning multi-million-dollar client engagements.

Graphic Designer

October 2017 - August 2022

DŌ, Cookie Dough Confections

New York, NY

- Provided end-to-end creative support across all departments, ensuring cohesive branding and high-impact visual communications.
- Conceptualized and executed design for a wide range of assets including marketing collateral, email campaigns, brochures, catalogs, digital ads, packaging, window vinyls, signage, and event materials.
- Designed and produced visuals for custom orders and catering events, aligning creative execution with brand messaging and customer experience.
- Supported temporary retail and pop-up experiences by developing menus, wall graphics, and in-store visuals in collaboration with vendors and production partners.
- Art directed product and lifestyle photo shoots, overseeing execution from concept through final delivery.

SKILLS

TECHNICAL

Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, XD, Lightroom | Microsoft 365: PowerPoint, Word, Outlook, Teams | Google Workspace: Slides, Sheets, Docs, Drive | Canva | Asana | UX/UI Design | Print Production

PROFESSIONAL

Art Direction | Experiential & Environmental Design | Print, Digital, and Social Media Campaign Concepting & Execution | Presentation Design | C-Suite Collaboration | Team Leadership | Project Management | Event Coordination

EDUCATION

New York Institute of Technology

MA, Communication Arts

Monmouth University

BFA, Graphic Design

Disney University

The Walt Disney Company Professional Internship Program