Victoria Serano

ART DIRECTOR

IDEAS, ART DIRECTION AND A LITTLE LUCK.

CONTACT

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EDUCATION

Bachelor of Arts, Studio Arts

Chicago State University
2026

TOOLS + CRAFT

- Adobe Creative Suite
- Canva
- Microsoft Office
- Google Workspace
- Mixed Media
- Print & Production

OFF THE CLOCK

- Rom-Coms or Tangled
- Binging TV Shows
- Books
- Juicy Burgers
- Craft & Handmade Things
- Rocky Road Ice Cream

IN MY ELEMENT

Senior Exhibition Installation

Chicago State University | 2026

- Created and installed an 8's x 8'ft multi-panel artwork.
- Managed project timelines, materials, and exhibition setup from concept to completion.

Brand Strategy & Advertising Practicum

Publicis Leo Burnett x Chicago State University | Jan – May 2026

- Researched consumer insights and developed brand strategy for a real-world client through a 16-week advertising practicum.
- Worked within a multidisciplinary team to pitch creative campaign concepts and strategic recommendations.
- Created and developed a solution through layout, typography, and brand-aligned design.

WHERE I'VE LANDED

Studio Manager

Earthfire Arts Studio | Dec 2022 – May 2023

- Coordinated daily studio operations and supported hands-on creative production.
- Managed website content updates and maintained the studio's digital presence.
- Created visual assets for communications and promotional initiatives.
- Supported external visuals and communication between artist, students, and studio leadership.
- Maintained organized materials, project assets, and workspace operations to ensure efficient execution of creative projects.

Cable Systems Installer-Maintainer

United States Army | Oct 2019 – Jul 2022

- Installed, maintained, and supported secure communication systems.
- Demonstrated precision, adaptability, and attention to detail while supporting mission requirements.
- Recognized for promotional banner design and selected to design and paint a large-scale mural installation for Fort Jackson Tranees Bay.

SIDE QUESTS

Commissioned Painter

- Created commissioned work across canvas, wood, paper, murals and more. Never afraid of a change of scenery.

Graphic Design & Apparel Production

Chicago State University | 2026

- Created graphics and apparel with plenty of color and experimentation. No wings were ruffled in the process.

Cover Art & Illustration

The Writing Success Project, Vol. 13

City College of San Francisco | May 2023

- Created cover art that brought student writing and artwork together in one visual story. Many voices, one cover.